

DECEMBER, 1914

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

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New York Office, 17 Madison Avenue

There's always something new under the moon
if **FEDERAL** plans your advertising displays

EDISON SERVICE
YOUR SALES

FEDERAL SYSTEM

This largest in the world **MOTOGRAPH** sign
flashes giant letters 12 feet high across 130 ft. pa-
nel. The multitudes on Chicago's premier boulevard
repeat in unison its nightly message of 125 words.

Federal Sign System (Electric)

NEW YORK
1790 Broadway

CHICAGO
Lake & Desplaines Sts.

SAN FRANCISCO
257-269 Eighth St.

MAKE THIS AN ELECTRIC CHRISTMAS

Impress the people of your city with the
desirability, utility and fitness of

Electrical Christmas Gifts



We have prepared a booklet of Christmas gift suggestions printed handsomely in two colors on rich, heavy paper and conveying in every page the spirit of Christmas. Holiday shoppers will welcome the suggestion of attractive, inexpensive, unusual electrical gifts.

The booklet is priced for general distribution—2½ cents a copy in lots of 1000 or more—3 cents in lots of 500. Your company imprint is on the inside of the cover, both front and back.

Be a real co-operator. Buy enough for your own use, and then buy a quantity for each electrical merchant in your city. A nominal charge is made for the extra imprints. Order now. The practice of doing Christmas shopping early is becoming more common. Don't lose the early sales by delaying your appeal to "Buy Something Electric."

THE RAE COMPANY

17 Madison Avenue

New York City



The STANDARD is a PRACTICAL Electric Stove

A Practical Housewife Can Do ALL Her Cooking on
This Stove and Her Practical Husband Will Be GLAD
To Pay The Electric Bills



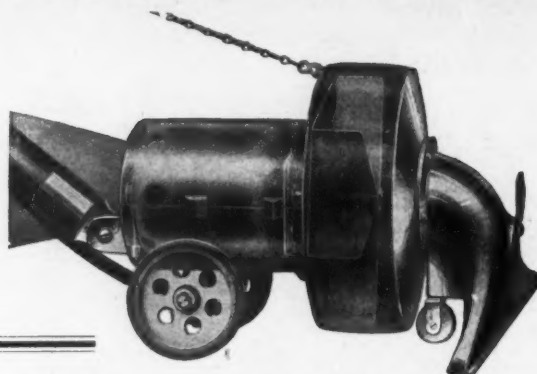
We have reduced electrical cooking to a **practical** basis. We have designed and **proven** an electric stove that people of moderate means can afford to **buy** and **use**.

We have also reduced the process of **selling** electric stoves to a practical basis. We have evolved and proven a sales campaign that **will** sell stoves in your territory. Your co-operation in this plan of campaign may be nominal, active or aggressive, as you please.

Let us send you catalog giving detailed description of the Standard and **line** of **11 different models** which we manufacture. Let us send you outline of the selling campaign.

Electric cooking is the **next big** commercial development in the central station industry. Get the facts and **know** whether or not the proposition fits with **your** local conditions.

The Standard Electric Stove Company
Toledo, Ohio

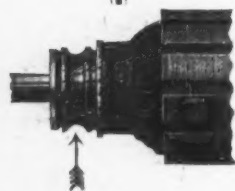


An X-ray picture showing the simple construction of the Magic.

You Don't Have to Give a Bonus with "THE MAGIC" Trouble-Proof Suction Cleaner

The MAGIC is *easy* to sell and it *stays* sold. You don't lose all the profits on repairs, replacements and trouble-shooting. For the MAGIC is trouble-proof—absolutely. It's all in the motor. The MAGIC has a compensated auxiliary winding. This type reduces commutator wear to an irreducible minimum. Also it costs nearly twice as much as the motors used on other cleaners of comparable size. The special design, and the extra care, finer materials and truer testing incorporated in this motor insures *you* against the exasperation and expense of complaints and repairs.

Here is the Proof

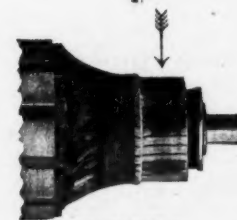


CUT NO. 1

The commutator of competing cleaner, worn out at end of 500 hours' continuous running.

In an endurance test of continuous operation day and night, between the MAGIC and two other well-known cleaners, the commutator of the motor on one of the other makes wore down $1/32$ of an inch in 150 hours; the commutator on the other was *worn out* at the end of 500 hours. (See cut No. 1.) The commutator on the motor of the MAGIC Cleaner showed no perceptible wear *after continuous operation for 3,000 hours*.

And when the MAGIC was stopped at the end of 5,000 hours' continuous running, the wear was hardly perceptible, and the cleaner was nearly as good as new. (See cut No. 2.)



CUT NO. 2

The commutator of Magic Cleaner, after 5,000 hours' continuous operation. Wear hardly perceptible.

Investigate the MAGIC *critically*. Put it through *any* test you please. The more thoroughly you investigate, the surer you will be that the MAGIC is the *only* practical cleaner for *your* central station to handle.

One central station bought and sold over 1000 of our machines within six months. Let us tell you *why* they bought them and *how* they sell them.

INNOVATION ELECTRIC COMPANY, Inc.

585-589 Hudson Street, New York, U.S.A.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

Buy A Baby Bond

An Opportunity for Central Station New Business Men to Help Themselves and the Industry
by Buying and Booming Electrical Securities

By FRANK B. RAE, JR.

[Take a pencil and figure out what it would mean if 5000 central station men should each persuade one new investor each week to purchase a single \$100 electrical bond. It would mean \$500,000 of new capital weekly available for the growth of the business. It would mean an army of 250,000 investors vitally concerned in public utilities—250,000 men and women definitely opposed to municipal ownership and the hounding of corporations. It would mean quickening the return of prosperity through thrift and the wise employment of now idle money.

This can all be accomplished. There is nothing fantastic or impractical about the suggestion. It can be put into effect by the simple expedient of each man talking to his next neighbor—to his butcher, to his grocer, to the delicatessen man, the doctor, school-teacher, whoever near at hand has a regular income or a savings bank account. Read this article carefully, and then—do your share!—Editor.]



BUY a baby bond."

For the next half-year that should be the slogan of every central station man.

The electrical industry needs investors. It needs small investors. Four hundred millions a year of new money is required to finance extensions immediately demanded.

With the closing of the stock exchange last July and the consequent stoppage of financial operations, construction work ceased. Money could not be procured through the regular channels: interest rates rose skyward: an abrupt halt was called upon every form of development requiring money.

Yet income, both net and gross, continued to increase. While everywhere pessimism reigned, the public continued to use electricity. Large buyers of current—factories and big commercial undertakings—very naturally curtailed, but the public, the small consumer, kept the lights burning.

Evidence of this fact is irrefutable. Mr. Alex Dow, reported that earnings of the Detroit Edison Company in August this year were 13 per cent greater than in August, 1913. In September, they were 16 per cent greater. The consolidated earnings of properties controlled by H. M. Byllesby & Company were 10.7 per cent, net, greater in October of this year than for the corresponding month a year ago; while for the ten months ending October 31st, 1914, the net showed a 7 per cent increase over a corresponding period in 1913. On another page of this issue is the report of a housewiring campaign in Minneapolis, wherein is stated that the increase in this business is 210 per cent greater in Sept. 1914 than in 1913. American Power & Light Company properties showed 21 per cent better in September this year than last. New

business in Toledo was something more than 100 per cent better during the first month of the European war than during the similar month last year. Doherty properties report substantial increases, as do those of the American Gas & Electric Company.

Everywhere this evidence piles up. The earnings of electric light and gas companies continue to hold even or to show increases in face of whatever pessimism may be abroad. The lights still burn, the motors turn, signs flash out their messages, household appliances add their mite to the gross and net. Whatever curtailments or decreases other industries may acknowledge, ours, at least, can only report substantial progress.

Yet we are poor—poor because of our prosperity.

For to take on the business that is offered, and to reach out after the business just beyond, requires capital. And capital, in the manner of speaking, is impossible to secure through regular channels at this time. One cannot, now, take a sheaf of securities into Wall Street and readily get the cash, even though the bond market is open. There are varied reasons, many of them highly technical and to the common run of mortals wholly incomprehensible, to account for this fact; but the fact is there.

We need money for extensions and construction. We cannot secure it in the good, old-fashioned way. What to do? The solution which the south applied to a somewhat similar condition of its cotton market was the "buy a bale" movement. It would seem as though an economically sounder movement might well be started by electrical men with the slogan—

"Buy a baby bond."

There is nothing mysterious about becoming an investor. A few years ago, it was

customary for bond houses and bankers to surround themselves and their operations with a wall of austerity, to frown upon the poor devil who had only a hundred or so, and to restrict investment dealings to those whose common denominator was expressed in four figures. But that day is happily past. The fly-by-night promoter, with his mines and wells, taught the legitimate bond broker that there are millions in small sums awaiting the opportunity for investment. Out of this lesson was born the "baby bond"—the hundred-dollar unit which has so largely replaced the thousand. Today, a silk hat is not a necessary passport to a banker or broker.

As an example of the new spirit, and as showing the method of operation devised for the small investor, the following quotation from a circular of a well-known bond house is characteristic:

"We have devised a plan which gives the salaried person an opportunity to start with \$100 or more and become a regular purchaser of investments of the better type.

"You can use \$100 to purchase outright one \$100 bond or note, or as an initial payment on four \$100 bonds, we loaning you \$300 at 6 per cent. You can then pay \$25 per month, withdrawing one \$100 bond every three months. Payment of the \$400 would be completed in one year. If payments are discontinued, securities paid for will be delivered, no loss being sustained. You can make the payments larger or smaller and continue them for a longer or shorter time. The advantages of the installment purchase are these:

"You gain the difference between interest on the securities and interest on the loan.

"If bought now, when securities are cheap, you gain in principal as prices rise.

"Today you can invest your money in safe types of securities which yield about 7

per cent, and which will be among the first to appreciate."

On another page of the same circular, the bond merchant discusses the present condition of electric securities as follows:—

"Bonds and notes of companies supplying gas and electricity for light and power possess the essential qualities of security of principal, fair interest yield, and assured enhancing value. Therefore, these are the types of securities which should be bought at the present moment.

"Short term bonds or bond-secured notes of lighting companies strongly appeal to many. The reasons for this preference are twofold—those which make the securities of lighting companies as a class particularly desirable in times of business depression and those which relate to the special suitability of short term forms of such securities under the present unprecedented conditions. The merits of lighting companies securities as a class are quite obvious:

"*First:* Lighting companies are but little affected by general business conditions. In previous periods of depression the gross and net earnings of most lighting companies increased somewhat, while nearly every other class of public or private business experienced decreased income. The manufacture and distribution of gas and electricity has been greatly diversified and has been extended in an infinite variety of small consumptive units. These small units use an even or increasing amount of energy under all circumstances. Consumption in larger units may be slightly affected but extensions, additions and a broadening demand goes forward to some extent at all times. This is true because the use of gas and electricity is far from the point of saturation. The result is that the volume of business is increasing virtually all the time, though the rate of increase is not as large in depressed as in prosperous periods. Lighting companies are the *one great class* of enterprises that can be relied upon to at least maintain present earnings.

"*Second:* Public service securities have been rapidly growing in favor during the last ten years, have gained in stability and marketability, and have steadily risen in value. During that period, the broad trend of prices has been steadily upward, while that of many classes of securities has been downward.

"*Third:* The interest yield still remains larger than that of railroad and municipal issues, though the margin of difference is steadily narrowing.

"While these considerations are potent in arriving at a decision as to the class of securities to be bought now there are special reasons for the choice of short term forms of such securities for wartime investment.

"In the first place; while possessing greater security than the bonds themselves, because of the excess face value of bonds deposited as collateral, they yield from one to two per cent more interest.

"In the second place; they are the first to feel the effect of improving conditions. Even now, the prices of short term notes are advancing and will soon rise rapidly. Some are selling at higher prices than those of July 30th. The New York Committee formed on behalf of the financial community to regulate the selling of securities, has removed all restrictions on notes maturing prior to November, 1917, because the demand for these investments is more nearly normal than that for other securities.

"In the third place; their early maturities make them available for various classes of investors, establish a broad market, ensure stability of prices, and place the holder in the

strategic position of enjoying high interest return with safety or selling at the proper moment for permanent investment in long term bonds.

"For these reasons we advise the purchase of bond-secured notes of prosperous and well financed lighting companies, or of short term first mortgage bonds of such companies."

Central station men, especially those connected with commercial departments, can do much toward setting in motion the "buy a baby bond" movement. This statement applies to you, personally. You can, first of all, buy a bond yourself. But beyond that, you can talk in a manner more convincing than any bond merchant, of the absolute safety and entire desirability of electrical securities. For you know, from actual personal experience, that your sales are better this year than last, in spite of the long period of depression and the cataclysm abroad. You know that residences are being wired and connected to service, that appliances are being purchased and used, that motors are being installed and put to work, that electric vehicles are in growing demand, that signs, window lights and store illumination continue to enliven trade. You know that while gross receipts, in some cases, may be perilously near to former years, net profits are greater because of economies which it has been possible for your company to practice; that while curtailments in extensions have restricted certain normal expectations, a keener effort at intensive development has resulted in your company securing equal or greater business along existing lines. You know that while you are holding and getting business, the plant is trimming the cost of production so that there is a wider margin for profit. You, Mr. Central Station Commercial Man, can bring thousands, and if all work together, even millions, of needed capital into the industry by the simple expedient of telling your acquaintances of the stability of this business and the opportunity of the baby bond.

When the "buy a bale of cotton" movement was suggested, the big operators who were accustomed to dealing in hundreds of bales, laughed at the idea. "What difference will a single bale make? What we want is somebody to buy shiploads of cotton." And yet, it was the aggregate of single bales that counted. So with electrical securities. The purchase of a single baby bond will be entirely unfelt, but in the aggregate, the purchases of those who can be directly and immediately influenced by the central station commercial men will be enormous.

And every purchase will help. Every bond will mean a few more feet of added pole line. Every bond will relieve to the extent of its face, the stringency which holds the industry in check. Finally, and of considerable importance, every bond will mean a friend and an active partisan won to the public utility cause. Those are the reasons why the industry—why YOU—should adopt and act upon this slogan—

"Buy a baby bond."

Lower Liability Rates in Motor-Equipped Plants

In states where workmen's compensation laws are in effect, the rates will soon be lower in plants where machines are equipped with individual motors, or where not more than ten machines are combined in group drive or where there is no boiler or engine. These factors are to be given credits in the analytical rating system devised by the Workmen's Compensation Bureau of New York.

Committee on Wiring Old Buildings

A meeting of the N.E.L.A. Committee on Wiring Existing Buildings was held September 30 at the headquarters, at which twelve members were present; with R. S. Hale, The Edison Electric Illuminating Company of Boston, chairman.

The program for the year was laid out, and consists of the following items.

1. Continuation of the work on standardizing plugs and receptacles, on which this committee has been at work for the last two years. A preliminary report has been adopted, which should result in a classification of the plugs and receptacles for all small devices that are customarily used on lighting circuits, and this should be a step towards final standardization.

2. In regard to permitting the use of unit prices for wiring; while the practice of having two or three contractors make competitive estimates may be necessary for large wiring jobs, for the small jobs, the cost of estimating and soliciting must be brought to a minimum. The committee proposes to collect data from a large number of companies, and present them in the form of a compilation and comparison, which should encourage other companies that are not now using unit prices to adopt them.

3. The third part of the work of the committee is in reducing the cost of wiring. The committee desires it understood that it does not intend to advocate cheap or dangerous methods, but it believes that there are many cases where the factor of safety is, say, 1000, and other cases where the factor of safety may be only 4 or 5, and it believes that by reducing the factor of safety where such factor is unnecessarily high, savings in expense can be made which will make the net result better than at present.

S. E. D. Directors Meet

A meeting of the directors of the Society for Electrical Development was held November 11, at the offices of the Society in New York, those present being Messrs. W. H. Johnson, J. R. Montague, W. E. Robertson, Ernest Freeman, Earnest McCleary, Charles A. Price, H. B. Crouse, Homer E. Niesz, E. W. Rockafellow, representing Gerard Swope, John R. Galloway, representing J. R. Strong, N. H. Boynton, representing J. Robert Crouse and George H. Duffield, representing G. H. Sanborn. In the absence of President Doherty in Europe, Mr. W. H. Johnson occupied the chair.

The reports of the active officers were read and approved, the Board expressing their satisfaction with the work which is being performed, the progress being made and of the economical management of the Society. The Treasurer's report showed a balance of \$65,610 in bank.

A committee was appointed, consisting of Messrs. Robertson, McCleary, Montague, Swope and Johnson, to consider the question of personal membership, of cooperation with Boards of Fire Underwriters on the compilation of model city ordinances and of cooperation with the National Electrical Contractors' Association committee on legislation.

It was decided to hold the annual meeting of the Society upon the second Tuesday in May, at the offices of the Society in New York.

Jovian Clubs

Sixty-seven Jovian Clubs are reported in November's *The Jovian*, as holding regular meetings. Most of them are luncheon clubs, meeting weekly, at which out-of-town Jovians are welcomed.

A 100-Washer Campaign

How a Direct-by-Mail Circular and Ten Newspaper Advertisements Sold Over \$7200 Worth of Washers

By W. E. BAYARD



S EVEN or eight months ago, I met the purchasing agent of the Philadelphia Electric Company. By certain conversational legerdemain, he and the appliance sales authorities of the company had recently been induced by me to undertake their first real appliance campaign. It was a success, but one fraught with a surplus of mental anguish, exasperation and hard work.

"Never again," said he, "will this company indulge in similar foolishness. We are done, finished, through. We have had all the campaigns our constitutions and sanity will stand. The next proponent of an appliance campaign need expect neither justice nor mercy here."

He meant it—then. But, somehow, the virus of successful selling is as hard to eradicate as to inject. Having tasted one success, even though it involved an undue amount of trouble and irritation, the committee which controls the appliance policy of the Philadelphia Electric Company did not stop. A toaster-stove campaign, in which upwards of 500 of these effective current-consumers were placed; a flatiron campaign of fairly large proportions; and a percolator campaign, which effected some 200 sales, were all arranged and carried on successfully. Then came a more pretentious effort—a washing-machine campaign.

These Philadelphia campaigns are limited to one month's duration. Within this time, the company offers a special piece of merchandise at a distinct price reduction. Efforts are made to cooperate with local dealers in electrical merchandise to the end that these may profit by the special "drive" which is being made. In the case of the washing-machine campaign, the contractors were not required to make any outlay whatsoever—they were supplied display cards

and literature, and given a commission on each machine sold, the company making delivery. Also, their names were included in the newspaper advertising, as will be seen by the ad reproduced on the next page.

The advertising of the campaign con-

an order for a reservation of a machine at the price and upon the terms stated. There was no equivocation—no hedging—no sugar-coating—of the plain fact that the company wanted \$70 in real money for each machine.



Window display at the Electric Shop, Philadelphia. The use of the large circle of cardboard—an idea suggested by A. J. Edgell—serves to isolate the machine and set it forward insistently. This idea can always be used to advantage where windows have no solid background.

sisted in a folder supplied by the manufacturer, which was sent out to all residence customers with their monthly bills, and a series of newspaper advertisements. The folder summarized the proposition concisely: An \$85 Western Electric washing machine was offered during the month of September for \$70; the terms were \$10 down and \$5 each month added to the bill for current, until the machine should be paid for; and the signing of the return post card or coupon was explicitly stated to be

The newspaper advertising was run over a period of ten days, using a different paper every day. The three column ad was given to the most important papers, while the remainder received the same ad set up in double column space. In addition, small space was used in a number of weekly suburban papers having a purely local circulation.

Each branch office having a display room received a washer for demonstration purposes, and their show windows were also specially decorated. In the Electric Shop, at 10th and Chestnut Streets, daily demonstrations were held, in which actual washing was done. Display cards, supplied by the Western Electric Company, for window and showroom use, were also distributed to all branch offices. Herewith are reproduced photos of window displays used in the Electrical Shop and one of the district offices, which give an adequate idea of the attractiveness and thoroughness of the collateral advertising.

While the Philadelphia company did not offer to send out washers on trial, this was done in a number of instances with good results. Most of the machines, however, were sold outright without any trial. Such leads as were received were followed up by the regular outside demonstrators, who were allowed a commission on each sale.

This campaign lasted during September only—no orders were accepted at the sale price after that time. The total results were 103 machines sold, of which probably 75 per cent were sold on deferred payments.

In connection with this campaign, I personally heard some criticism of the amount of the price reduction offered. It was stated to me that so radical a reduction has the effect of discouraging the regular dealers in appliances; and further, it demoral-



One of the Philadelphia branch store window displays. The whole story is told in the ten window cards, yet these are so well distributed as to not crowd the display but rather they enhance it.

YOU CAN SAVE \$15.00 on the price of this Washing Machine



DURING September only, we offer our customers a standard, guaranteed Western Electric Washer and Wringer—regular price \$85.00—at the very low price of \$70.00, an actual net saving to you of \$15.00.

Washing the Electric way is a boon to the housewife—it is the easiest, quickest, the most thorough, sanitary and economical way, and this is true whether you do your own washing, have a servant to do it, or send it to a laundry. Convince yourself—a demonstration in our Electric Shop or District Offices places you under no obligation whatever.

Orders for the Electric Washing Machine and Wringer may be sent direct to the Philadelphia Electric Shop at Tenth and Chestnut Sts., or turned in at any of the following locations:

L. C. Blundin, 38 S. 16th St.
J. F. Buchanan & Co., 1719 Chestnut St.
Cates & Shepard, 1516 Sansom St.
Central Electric & Lock Co., 13 N. 13th St.
Herman Eckstein, 1742 Sansom St.
Albert Gentel, Inc., 1503 Columbia Ave.
and 4466 Germantown Ave.
William Hoyle, 452 N. 60th St.
Industrial Mfg. & Electric Co., 416 N. Orianna St.
Walter Jahn, 224 S. 40th St.
Edmond A. Lee Co., 1716 Sansom St.
Lewis & Lamont, 3073 Kensington Ave.

Nicholson Electric Co., 1012 Walnut St.
Progress Electrical Construction Co., 32 N. 7th St.
Elias Nushbaum & Bros., 1526 Sansom St.
The Quaker Light Supply Co., 728 Arch St.
Sees & Faber Co., 2008 N. Front St.
Edward A. Wiegand & Co., 5855 Germantown Ave.
Wright & Wright, 1930 W. Susquehanna Ave.
The Philadelphia Electric Co., 9 S. 40th St.

The Philadelphia Electric Co.—Continued
18th St. and Columbia Ave.
213 W. Susquehanna Ave.
Gray's Ferry Road and Carpenter St.
7 West Chelton Ave.
4522 Frankford Ave.
Lehigh Ave. and Potter St.
4382 Main St., Manayunk Oak Lane
The Beacon Light Co., 515 Market St., Chester, Pa.
Delaware County Electric Co., Lansdowne, Pa.

We will give you the benefit of exceedingly liberal terms—\$10.00 at time of purchase and \$5.00 each month with your bill for Electricity until the machine is paid for. On and after October 1st, the regular price of \$85.00 cash or \$90.00 on the six months' deferred-payment basis will apply

The PHILADELPHIA ELECTRIC COMPANY

izes the market by suggesting to the public that the margin of profit on these machines when sold at regular list must be abnormal to allow of slicing \$15 off the price for purposes of special sales.

Howard K. Mohr, advertising manager of The Philadelphia Electric Company, and one of the committee upon which devolves the responsibility for the company's appliance policy, does not share this view. In discussing the point he said:

"I do not agree with you in this matter. Look at it from the percentage basis. Our reduction was not quite 20 per cent, and that left us a profit of about half what we ordinarily expect from this class of merchandise, with practically no expenses, other than advertising and demonstrating, owing to the fact that the manufacturer delivered the apparatus and set it up.

"We made good money on this campaign, and we placed in service a popular article which will result in increasing, many times over, the sale of washing machines during the coming months. I confidently predict that if we have another washer campaign next spring, we will sell 200 to 300 of them.

"When we campaign a low-priced article, the reduction in price is invariably more than 20 per cent. Therefore, why the objection to less than 20 per cent on a high-priced article?"

As a matter of fact, this question of price reduction, or price cutting, is generally one of amount. It is conceded that a price inducement, sufficient to crystallize latent buying power into immediate sales, is "good business" and that a cut price, great enough to demoralize either the trade or the public, is "bad business." It is always a question of judgment and opinion. The Philadelphia

Electric Company sold 103 machines upon a 20 per cent reduction. Would they have sold that many on a 10 per cent reduction, or would they have sold more on a 25 per cent reduction? Nobody knows. It is only keen business, however, to study this question carefully, and to apply in each locality the least percentage of price reduction that will do the work.

Certain manufacturers in lines outside the electrical field are at present spending a great deal of time, money and energy to establish the ethical and legal status of the fixed price on trade-marked merchandise. The arguments pro and con are very well worth the electrical merchant's careful study, for the majority of the appliances that are handled in the electrical trade bear a manufacturer's mark perforce, and within a short time we will have, as an industry, to determine a policy in this direction.

But whether they were over-generous or not, the fact remains that the selling organization of the Philadelphia Electric Company made a notable record in their sale of washers. Larger quantities of machines have been sold in campaigns elsewhere, it is admitted, but anyone having knowledge of Philadelphia conditions, will look upon 103 washers in 24 full working days, as something of an accomplishment.

War Helps Electric Vehicles

The demand for horses in the European war and the prices offered for suitable draught and cavalry animals is already beginning to have an effect upon the vehicle industry. A prominent terminal company in New York is selling its truck horses and negotiating for electric tractors to take their places.

One Year's Experience with Unit-price Wiring

The Boston house-wiring plan completed its first year of practical operation on October 31st. This plan has been written about at length in the electrical press, the first and most complete exposition of the plan and method having been printed in *Electrical Merchandise* for December, 1913.

It will be remembered that the basic scheme is the adoption of unit prices for wiring and installation, beginning with the offer of a single outlet ready for service for \$14.35, and continuing up the scale by the listing of additional outlets, each at a scheduled price, as far as the customer cares to go. The salesman has nothing but a price list and a set of pictures of fixtures. He is required to know nothing about the houses upon which he quotes. If a prospective customer wants one outlet, the price is \$14.35; if he wants more, the price is listed and can be quoted instantly.

Within the first month, 114 contracts were taken upon this proposition, of which 11 were for the minimum installation at \$14.35 for one outlet. At the end of the twelve-month period, 1247 contracts had been taken of which only 29 called for the minimum. The maximum amount of any contract taken was \$550.

The plan is worked in close cooperation with the contractors, who have done all of the installation work, and who are, in addition, allowed certain extra compensation for any contracts which they secure independent of the company's agents. As result, the contractors secured the signing of 343 of the contracts, for which they were paid \$1288.25 as compensation. The company's own agents secured 904 contracts.

The total of the contracts foots up to \$105,847.04, making an average of \$84.88 per contract. The total amount of 50-watt equivalents comes to 24,041, from which the company estimates that it will receive an annual income of \$29,335 for current.

Up to the first of November, 1076 of the installations had been actually completed, service installed and bills approved for payment.

Making Good 180 Per Cent

An interesting side-light on Edison Day comes from Reading, Penn. Some time prior to the big event, Charles J. Esterly, commercial agent, said that by strenuous work he expected to dispose of 10,000 lamps. When the final checking was finished, he found that 18,000 lamps had gone out. He planned so well for his job, that he was able to handle an 80 per cent overload without a hitch.

Edgell's Lessons in Card-Writing

Mr. A. J. Edgell, in charge of the display service bureau of the Society for Electrical Development, has issued his first instruction sheets for show-card writing.

The need and value of such practical lessons is obvious. The object of show window or store displays is to create sales. It is not enough to interest people in the appliances; the interest must be developed into a desire to buy. Descriptive show cards can be made to tell the right story, to use the correct selling talk, and to explain the various uses and conveniences of the devices.

Mr. Edgell, in the lessons he is now issuing, gives practical instruction, whereby any young commercial man with a little patience and desire, can produce attractive show-cards at no other expense than the cost of paper and inks.

The Gentle Art of Getting By

And How the Habit Hobbles Some Salesmen, Some Sales Managers, Some General Managers, and Oftentimes The Man Behind

Part One—The Semi-Drone Salesman

By EARL E. WHITEHORNE



It is a pretty hard job to fire a man. It really hurts to take the sole support of some quite unobjectionable family, deftly tie him to a large tin can and drop him down the shaft. I'd like to know how many hundred central station salesmen owe their long-sustaining contact with the payroll largely to this fact. By all the rules of evidence, these men should be chopped off. They have not made good on a scale that justifies another salary check; but because it is so hard to fire a man, they linger longer. They are practising the gentle art of getting by.

But when *does* a salesman actually make good?

Most managers have never really stopped to definitely fix the proper gauge for measuring their men.

When *does* a selling man make good?

How do you figure it?

Probably, you take the figure of his salary, balance it against his sales, reckon future income on new business gained by him and say, "Here's what we're making on this man." But you're wrong. The man is never worth that much. He always costs you more in many ways. You've got to probe a little deeper.

Suppose you take your pencil in hand and list these charges:—

First. His salary.

Second. His expenses, if you pay 'em as you should.

Third. The cost of the supplies each man requires in his work.

Fourth. A charge for management. Just figure out about the amount of time the sales manager will spend with every selling man in morning meetings, individual conference and personal assistance. Charge it up.

Fifth. Make a proper charge for overhead. For every selling man is just an item in the big investment. He's a unit in the plant account: a certain portion of the rent and other like expense is obviously entailed in operating him, and he must pay for it.

Now add it up and see what figure that you get so far. That's just a part, and yet, already it begins to set a pace for his production that will probably outweigh the balance. But the worst is yet to come.

When the manufacturer of a high-priced motor car establishes an agency in some big thriving city, the man who gets the agency is forced to give a guarantee. They make him sole headquarters for the car. He has commission for all business emanating from his territory. But there are two sides to the contract. The manufacturer knows from long experience that that community is good for so much business. He figures it on class and population. So many thousand people in a city of that kind will buy just about so many high-priced cars this year, and if the agent is efficient, he should win a fair proportion that has proved itself a dozen times.

So the manufacturer of motor cars—or any other article of national market—considers every city to be worth so much. It has a potential value that must be developed and turned to account. It is an opportunity that must not be neglected. And so the agent gives a guarantee.

But when a central station salesman is entrusted with a territory, there is neither guarantee nor any other evidence of obligation. If the man gets by, he holds the job.

I venture to predict that five years from now, there will be less of these loose methods in the central station sales department, less of these salesmen who are practising the gentle art of getting by, and a very definite system of appraising territory in a way that will demand an adequate return from every man who is entrusted with a portion of the company's commercial opportunity.

So here's another charge against the salesmen. First, there is the actual money that he costs in pay, expense, management and overhead. But more important yet is the potential value of the job that he fills. If he does not get the business that a *good man* could, here is a costly sacrifice that's chargeable against his record. And there's the most important factor of them all.

A plant that stands idle all the day and night, is a source of loss in interest on investment. A territory that is left to languish undeveloped, is a loss no less definite and lamentable. The motor car man knows that a given city can be made to produce so much in sales this year. The central station man can figure quite as confidently. If this motor car man, through a poor agent, loses his expected business from that town, he suffers an actual loss in good hard dollars. The central station suffers no less when a territory is blanketed by a salesman who is merely getting by.

What is this art of getting by?

It is a dozen small familiar things—for most part, errors of omission.

You've seen the salesman who starts out after the meeting in the morning with a list of prospects on his lead memos that promise him a big productive day. What does he do? He looks them over as he leaves the office with an attitude of mind that's purely negative.

"John Jessup," he says. "I guess I won't go there today. He had his lodge meeting last night. I'll go in there tomorrow—"

"P. W. Grinnell. I don't just feel like bucking him first thing—the crusty cuss—"

"And Mrs. Farrington. Oh, what's the use? I'm not a-going to waste a lot of time on her today."

And so it is with half the memos in his hand. He ends by jumping ten blocks to a man who always greets him with a cheerful smile, and always seems to be about to place an order, but never does. His day is filled with traveling here and there to see the "easy ones" who keep eluding him. He makes a constant practice of inventing and arranging obstacles to keep him from calling where he thinks he'll have to meet man's size opposition.

He's negative. He spends his day at work, but what he is actually working hardest for is not production. He is working hard to make each day an easy one for him—with a minimum of mental effort.

How does he hold his job? He just gets by. He brings in his report with names enough upon it to look like a busy day, and if any man keeps moving, he will find enough real orders ready waiting to produce some business to his credit. His boss will not be satisfied, but neither will he fire him. The man is getting by.

And half the men who are just getting by are quite unconscious of the fact that they are not effective salesmen. The boss is taking it for granted and so do they.

We see another man just getting by because he is ever haunted by "that sweet some other place," and with all the eagerness that's in him, keeps hustling on. He never dares to force the issue and insist on a decision. He always thinks that next time he can close the business, but that *now* he'll take his friendly leave and go on. He's sure there's business waiting further on.

And because he's always so sincerely strong and hopeful in his optimism, he gets by. The manager may not be satisfied with the production, but the prospects are so imminent, apparently, that he waits. It's hard to fire a man.

And then there are the others. The lazy man who withal has just enough of cleverness to cover up by doing just about so much real work a day and finding names enough for his reports to keep on getting by. A dozen other kinds, we know them all; they range from gross incompetents to misdirected geniuses, who, scattered in among the good men, ride forward on the wave of gross production and by clever crossing of their fingers, manage to get by.

We know the types. That's not the point.

The question for the central station salesmanager is:—Are *you* making good or are you simply getting by? Are all your men producing in a profitable way, or are some of them just getting by because you let them do it?

Production is a habit. Non-production is a habit. And an infinite number of these salesmen who now should rate as non-productive and unprofitable—men who hold their jobs still, only because their bosses are too inattentive to detect it—could be converted into thoroughly efficient men by proper guidance and direction.

This has nothing to do with the grand old issue of whether it is better to pay \$200 a month for a *good man* or to divide the coin between two cheaper, less productive salesmen. This is a matter of whether the central station can harbor semidrones. It cannot; first, because it is a waste of cash—paid-out, but mostly because it is a waste of opportunity. Territory is part of your stock-in-trade that should be paying revenue perpetually.

One day, I stopped off in a city where I knew the commercial manager, a good man with a well known name. I spent a full day

with him and his men. I sat in at the morning meeting, which was an interesting one, and afterwards went out with one of the men to see an installation of especial interest.

We left the office in a body, the six salesmen and myself, and the first call that we made was at a drug store. It was in the south. Every man of them took in a glass or two of coca-cola, as a bit of dope to cheer them on their way, and the bunch spent half an hour there in idle conversation before a wheel was turned for the day's work.

The meeting had been a pretty good one. The men were apparently interested and eager. But when they left the office, they took their morning sedative, and killed a half an hour to stave off work a bit. They're getting by, but you can't make me think that there's as much new business and resultant revenue developed in those territories as there could and should be.

I sat one day in another office in another town, while waiting for the manager, and listened to the floor man, answering the telephone. It was the old rough stuff that's put a curse on every kind of public service company from coast to coast, at one time or another. He was gruff, and disobliging. He didn't bother to show decent manners to a single caller, until the manager appeared, and then his attitude softened up a bit.

He's getting by. He's getting by. But think of all the harm he's doing. Just think of how much *more* that one man could accomplish if he *really tried*. The difference is just waste and loss in opportunity neglected and in its cash equivalent. And yet he's getting by.

It's always so in every case. The banner salesman is the man who brings in business that is big in future, big in present, big in influence. He cashes in on opportunity continually. He rolls the ball along and makes it gather as it goes. But the other fellow, the man who just gets by, confines himself to easy, handy, ready business, and the rest just waits. The waiting costs no less than the amount of profit that would come, month after month, if only all these meters turned. That is the foremost issue and the only one.

The man who is content to hold a job and just get by is nothing but a robber. He's robbing his stockholders of the revenue his territory is capable of producing. He is robbing his manager of the added good record that proper effort from his men would realize. He is robbing himself of the success that has been put within his reach.

What is the answer?

What should be done?

A number of things—but something right away. Apply the acid first and see what men are really in the getting-by class. You'll find that several whom you have looked upon as fair will be shown up quick, not only as unprofitable, but as a burden. Figure cost and charge them with an overhead, and what they have actually achieved will be a disappointment.

And as you scrutinize, you will find two kinds of men who have been getting by. One kind who is incompetent and quite incapable as well, not worth the working over. The other kind has been no more productive, yet is right enough in temperament and character to offer good material for development. You have invested money in their training. Save this money by making it good.

But remember this: Where the salesman has been getting by, the fault is not his own exclusively. He has had a boss who

let him get by, which means that this same boss in this regard has also been content to just get by. Perhaps, it would be well for you to do a bit of analyzing here, while you're about it.

The salesman's job is not *his* job. It is a function in the scheme o' things that always must involve many other people bigger as well as smaller than himself. It is *his* job, in common parlance, but more than that, it is an investment and an opportunity which he holds in trust. If he plays the semi-drone and just gets by, he may continue to maintain his contact with the payroll, but he has not kept faith. His obligation to himself and family, to his boss and the organization, to his stockholders and their investment, and to the public whom he is supposed to serve, has been sacrificed.

He has been content to just get by, and the world will have to travel on without him.

Kansas Public Service Convention

The Kansas Gas, Water, Electric Light & Street Railway Association opened its Seventeenth Annual Convention at Arkansas City, October 22nd.

The first paper, entitled "Cost of Distribution of Overhead Charges," by A. E. Wright of Manhattan, brought out an interesting discussion by M. T. Flynn of Kansas City, and W. H. Fellows of Leavenworth. The paper was quite naturally of a highly technical nature and the figures and deductions are well worthy of study by central station men in the smaller cities.

C. L. Brown of Abilene delivered an interesting paper on "Electric Service in Rural Districts," in which the discussion concurred that the farmer is generally willing to pay well for service and is constantly looking forward to the application of electricity to his needs.

Professor George Shadd of Lawrence read an able paper on "Rate Making," in which he went practically into the theories underlying equitable rates. He deprecated rate schedules based upon guess work or second-hand experience, and advocated as a logical basis for rates, exact plant data estimated for a new plant or taken from the records of a going concern. Professor Shadd's deductions were generally accepted and the consensus of opinion was that the rates of most companies should be revised upon the scientific basis outlined by him.

Professor B. F. Walker of Lawrence presented somewhat advanced ideas in his paper, showing the increased value to materials by the process of manufacture. Quoting from statistics of 45 industries, he showed an average increased value of \$777 per horse power utilized in manufacture; that is to say, this added value as between raw material and manufactured product represented a gross amount the several industries could theoretically afford to pay for power.

Other papers by H. P. Wright of Kansas City; J. R. Murphy of Great Bend; A. A. Potter of Manhattan; H. W. Magruder of Liberal, and F. B. Ulrig of Kansas City were all interesting and brought out animated discussion.

The next convention of the Association will occur at Topeka on October 21-22-23, 1915. The officers elected for ensuing year H. W. Magruder of Liberal, President; and W. R. Murrew of Independence; N. R. Waggoner of Salina; Otto Thies of Dodge City, and A. E. Wright of Manhattan, Vice Presidents.

Homlier but More Efficient

Last month we reproduced a newspaper advertisement which had been printed in Boston and suburban papers and which sold 1000 electric flatirons.

Here is another ad with an even better record.

In a brief, snappy flatiron campaign, carried on by the properties of the Federal Light & Traction Company, this advertisement in the morning papers, an almost identical advertisement in the evening papers, a small follow-up newspaper ad the next day and a mail distribution of 13,000 cheap folders, sold 1238 flatirons immediately and an additional 587 irons, within the month, or a total of 1825 irons.

In comparing this with Boston's record, we must weigh the effect of the 13,000 direct-by-mail circulars against the size of the

Great Money Saving Sale of Electric Irons!

Positively biggest bargain ever offered the housewives of this city. An ELECTRIC IRON—that wonderful labor saver—at a price you can afford. Irons generally sell at \$3.50, sometimes more. We bought a small lot at a low figure. They are offered to you at almost cost—you get the benefit of our saving. Don't overlook this opportunity—the lot is small—buy early.

An
Electric
Iron
for
\$1.98



Features of the Williams Iron
Heads—Hardwood, chrome finish. Top—Nickel-plated. Bottom—Rubber—does not scorch. Irons are of cast and steel—guaranteed. Irons only for home use. All packed in an attractive box.

An
Electric
Iron
for
\$1.98

Every woman knows of the many delightful advantages offered users of electric irons—and she wants one. Ironing by electricity means work done easier, faster and better. Saves countless steps. You can iron in cool and contented comfort in any room in the house, or out of doors in the summer time. Costs but a few cents for a week's laundry. Come in today and see a demonstration of the Williams Iron. Get our on trial. Once used you will surely buy one.

BUY AN ELECTRIC IRON AND "DO IT ELECTRICALLY"—IT MEANS JUST A "TWITCH OF THE SWITCH" FOR COMFORT. GET ONE TODAY!

This advertisement sold 1825 flatirons. There's a reason. Study the ad and find it.

market involved. Boston has something like 40,000 customers: the Federal group has only about 19,000 customers. Boston has probably reached a higher point of saturation in the matter of flatiron sales, but the number of residences using service and still without irons, is probably far greater than the number similarly situated in the Federal territory. Still, no exact comparison of advertising efficiency can ever be made except for advertising in the same territory or issued under identical conditions.

It is significant that the two advertisements we have published as showing big results in flatiron sales are both unattractive. They both would be harshly criticised by the advertising theorist and the man who insists strongly upon dignity and "class." But they achieved results. That is the ultimate test. A careful study of copy and layout is very much worth while.

German Electrical Company Hard Hit

An announcement comes from Berlin that the Allgemeine Electricitäts Gesellschaft has been "hard hit" by the war and will be able to pay dividends of only 10% in 1914. There seem to be some disadvantages in remaining neutral: a good many concerns in this country would probably be willing to trade peace with a deficit for war with 10% dividends.

Window Backgrounds—Their Reason Why

Effectiveness of Window Displays More Than Half Lost by Open Windows Common in Electrical Stores



HY a boxed-in display window?

The best answer to that question is the pair of before-and-after pictures published herewith.

The same photograph was used for both plates.

In Figure 1, the photo is reproduced exactly as it reached us: in Figure 2, our artist simply painted out the maze of background and in a few strokes of his brush, indicated the paneling of a boxed-in window. Not a single change or addition was made to the display that is arranged within the window. That part of the picture remains exactly the same in both reproductions. Yet by eliminating the distractions which

brought to a high point of efficiency, that special provisions are made to assist customers to concentrate. The National Cash Register Company, for example, maintains in its more important branches small consultation rooms into which difficult customers are brought for "closing." The customer is asked into one of these small rooms for a final discussion and demonstration of the machine it is desired to sell him. The hangings of the room are in neutral tones, there are no decorations or obtrusive furnishings. Upon a table, about even with the customer's eye as he seats himself in the single chair with which the room is furnished, is placed the one machine upon which the final sales effort is to be made. A single lamp, well shaded, floods light over this machine, leaving the

such a "third degree" in salesmanship, without having signed the order.

This same principal of concentration applies to display windows. Show the customer a single, or at most only several, classes of goods. Compel concentration. That is the secret of window efficiency as it has been proven by the most successful merchants in every city.

A second and, to the electrical industry, an equally important advantage in the boxed-in window, is the fact that this type can be lighted much more effectively than is possible with open windows. The first principle of illuminating engineering, which has been boiled down to a catch-phrase "light on the object, not in the eye," is difficult to apply to the open window. In the example we have used in our illustrations, this principle was entirely ignored and several fixtures equipped with high candlepower lamps hang directly in the line of vision.

Practically all of the standardized methods of window lighting are based upon the presumption of a solid background. In such windows, the intensities can be controlled so as to be in keeping with the color and tone of the goods displayed, which is difficult, if not impossible, to accomplish with open windows. A highly interesting example of this is the wonderful series of windows in the Lord & Taylor store on Fifth Avenue, New York. These windows are lighted both from above and below, the intensity being controlled by a dimmer, and color effects secured in the same manner as in theatre lighting. With such complete equipment, each individual display is lighted exactly as it should be, to develop the strongest appeal in the goods shown. Why should an electric light company, whose merchandise is chiefly illumination, be content with a less degree of perfection in window lighting?

The final advantage of the boxed-in window and one little known or appreciated by any except experienced display men, is that the open window will sweat and frost. To prevent this, it is essential to have the windows shut in from the rest of the store by practically air-tight partitions. To be

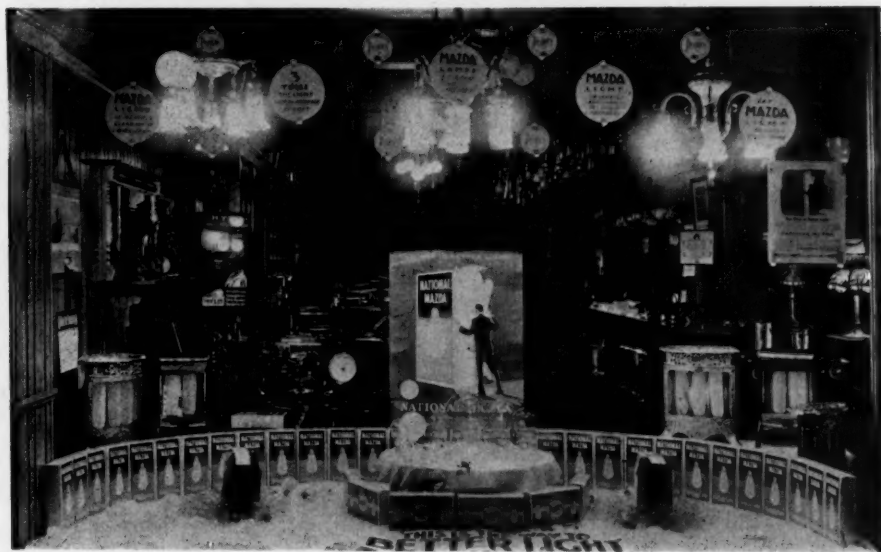


Figure 1. An open window in which the really effective display is lost in a maze of distracting items within the store. No definite impression is registered on the brain of the passerby.

clutter up the background of Figure 1, and substituting therefore the simple and unpretentious boxed-in effect, the value of the display itself is enhanced one-hundredfold.

There can be no disputing the fact that the enclosed window is superior in every way. The fact that practically every important merchandising establishment in America has adopted this type as standard, should prove a sufficient argument. For, after all, merchants generally know how to sell goods—that being their business—and whatever standards they adopt are pretty safe for the electrical industry to follow.

The boxed-in window has at least three very definite advantages. In the first place, as is plainly shown in these illustrations, the enclosing serves to focus attention upon the merchandise displayed, and to prevent the scattering of attention, which is inevitable where we see the open type of window. This is of first importance. A window display is designed to sell goods. The more closely we can concentrate the attention of prospective purchasers, the greater our chance for success in sales.

Every solicitor knows that a prospective customer, whose attention is constantly wandering from the subject of the sale, is a hard person to close. This fact is considered of such vital importance in organizations wherein salesmanship has been

balance of the room in semi-darkness. The customer, seated before this one machine, and with these aids to concentration, cannot possibly wander from the focal point of the interview. It is said that few indeed, are the merchants who leave this room after

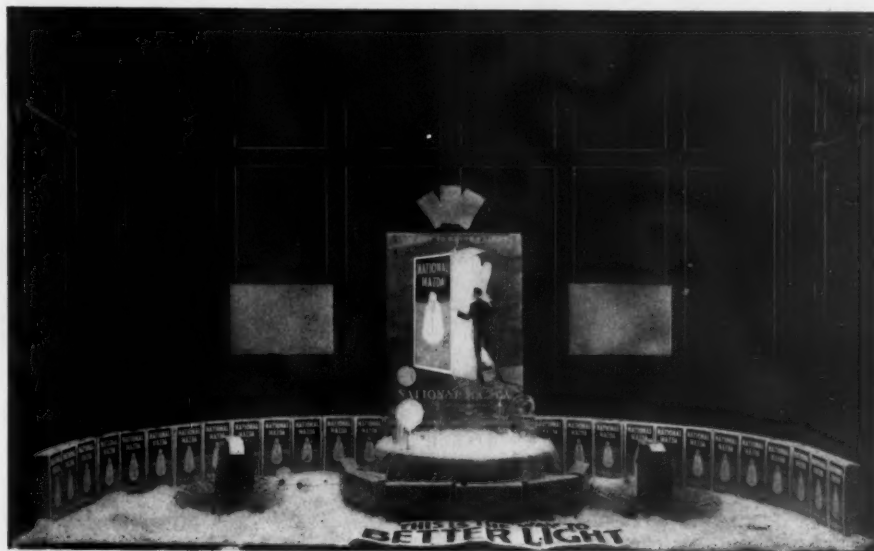
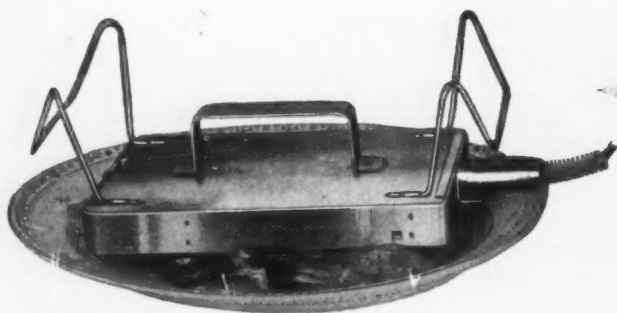


Figure 2. The same display boxed in so that the passerby's attention is riveted upon a single line of goods. Such concentration gives results in sales.

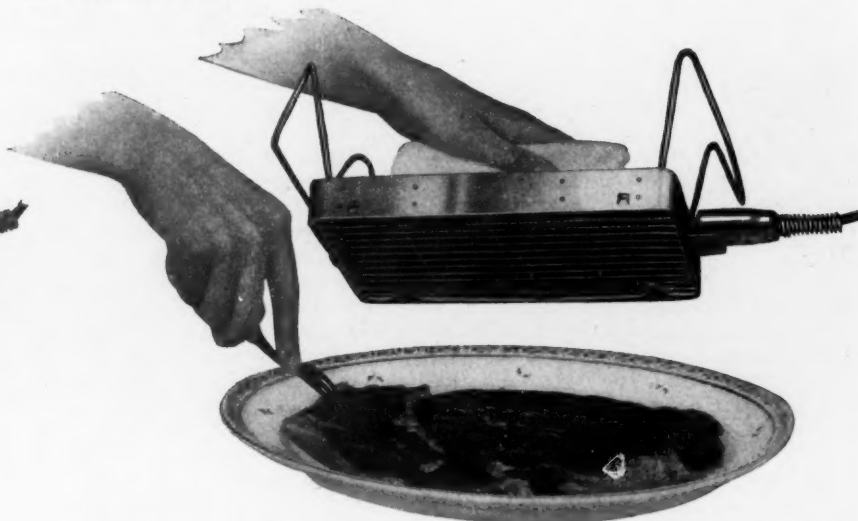


Utility Grill

Cat. No. 106821



BROILING



TURNING A STEAK

An extremely simple, useful and practical combination device which can be used as a broiler, stove and toaster.

The 1915 Electrical Household Utility Now Ready

In order to broil, you simply invert the grill and place it on the meat which rests on the serving plate or platter. The meat is cooked tender under ideal conditions as there is no flame or combustion.

All the juicy tenderness of the meat is retained, being quickly seared, while the juices are collected in the platter which is kept warm by the heat from the device. It "saves the gravy."

Practical
Quick Heating
Light, Strong
and Compact



UTILITY GRILL



Convenient
Economical
Easily Cleaned
Low Priced

With this device you can Boil, Broil, Toast or Fry.

It provides a unique and improved method of broiling; it toasts satisfactorily and it can be adapted to all purposes for which a stove is utilized.

Cooking area, $5\frac{3}{4}$ " x 9". Weighs but $1\frac{3}{4}$ lbs. Can be connected to any convenient electric receptacle. Uses ordinary cooking utensils. At the average price for electricity it costs only $1\frac{1}{2}$ cents for 15 minutes use. Furnished complete with cord and plugs. Retail Price \$4.00.



USED AS A TOASTER



USED AS A STOVE

General Electric Company

General Office: Schenectady, N. Y.

Include ELECTRICAL GIFTS in your Christmas Shopping

GE ELECTRICAL CHRISTMAS GIFTS

5 Million Homes want Electrical Gifts this Christmas

GENERAL ELECTRIC COMPANY
Largest Electrical Manufacturer in the World
Schenectady, N.Y.

You will find the Electrical Shop useful presents

of gifts that will be doubly because they are useful as well as handsome.

Price five million use Electricity

For the home, a G-E Electric Toaster, a G-E Flatiron, a G-E Iron, or any of a dozen will be received with a well-earned to their moderate cost.

Electrical household necessities you have the you have given a real to your wish for the year.

General Electric Company
Guarantee of Excellence
on any article upon to quality. The of the present, that the receiver is in

Other pleasing gifts at the Electrical Shop
Dish Stove, Water Heater, Chaffing Dish, Grill, Yacht, Gasoline Stove, Ten Kettle, Radiator, Heating Pad

G-E Electric Toaster
Rich and ornamental. Highly finished in heavy metal, giving radiant heat and movable racks. The most efficient type of toaster. Retail price, \$4.50.

G-E 6 lb. Electric Flatiron
Heavily ribbed throughout, cool handle. A 6 volt and 110 volt model. Retail price \$9.75.

G-E Coffee Pot
2 and 3 pint sizes. Heavily ribbed, automatic pressure and safety. 3 pint size; retail price \$8.50. 2 pint size \$7.00.

G-E Coffee Urn
2 and 3 pint sizes. Rich nickel finish. Makes delicious coffee. 2 pint size; retail price \$12.

G-E Uni-Set
Consists of Electric Stove, Chaffing Dish, Samovar, Egg Boiler, Baby Milk Warmer and Cereal Cooker. Any cooking utensils may be used on the Electric Stove. The Uni-Set Utensils, however, are pronounced as they are made to fit the Uni-Set Stove and are, therefore, more efficient. The various Utensils may be added from time to time as desired. Finished in heavy nickel. Uni-Set Complete; retail price \$22. Stove alone, \$6.50.

Getting the Purchaser into your Store

The smaller advertisement appears in the Saturday Evening Post and Good Housekeeping; the larger one as a full page in the Saturday Evening Post.

This is the kind of publicity that helps—first by influencing readers to give electrical devices for presents—next in sending them to the Electrical Shop—which is *your* store—and finally in getting the prospective customer to ask for G-E goods.

You can still further help to pull the Xmas trade in G-E electrical gifts your way, by co-operating with our broad national advertising. Booklets, folders, car cards, newspaper cuts, lantern slides, etc., for local advertising, will be supplied on request.

Do not fail to put the G-E advertising poster in your window; tie it up by window displays of G-E Heating appliances, so that you may obtain the fullest advantage of the constantly increasing demand for G-E Electrical Xmas Gifts.

GENERAL ELECTRIC COMPANY

General Electric Company

General Offices



Schenectady, N.Y.

Turning Complaints Into Orders

How the Investigation Department of The Toledo Railways & Light Company Has Caught the New Business Spirit



HE accepted routine of the average "complaint clerk" was very cleverly caricatured in the *New York Globe* of November 17. The cartoon shows a brow-beaten individual within the cage, parroting the usual stock phrase, "We'll send a man over right away to test the meter," while a dozen fuming complainants discuss among themselves the sins of the electric light company. Like many cartoons, the picture makes its appeal because it is but a slight and whimsical exaggeration of truth. In nine lighting company offices out of ten, about all the complaint clerk does is to hand out what Elbert Hubbard designates as "stall stuff"—something, anything, to placate the complaining customer and win a respite for the harassed human buffer.

But, as the big slogan sign of that city says, "You can do better in Toledo." In the matter of handling complaints, this is strictly true.

R. C. Heston, in charge of the Investigation Department of the Toledo Railways and Light Company, decided that he was a dead weight to the company—an overhead expense—and that his one chance for preferment lay in making his work obviously productive. He is a keen, though perhaps an unscientific, student of human nature. The keynote of his scheme for turning complaints into sales was this: nobody can think of two things at once, and the more interesting of two subjects will always dominate.

So when an irate customer appears in the offices of the Toledo company, he is shown into a little box of an office labeled "investigation department," where Heston

has a desk. On the desk, quite accidentally, of course, stands an electric toaster and an electric iron.

First he permits the explosive customer to unburden his mind. He even allows him to tell the whole story over twice, or until it is thoroughly out of his system. The kick, when reduced to fundamentals, is generally that this customer has burned two or three lights an hour each evening; while his neighbor has burned all the lights in the house every night until midnight, and has used an electric iron, suction sweeper, toaster, percolator, washing machine and numerous other appliances. Yet the kicker's bill was eighteen cents greater than his neighbor's. Sprinkled through the recital are usually a variety of uncomplimentary remarks about self-winding meters, utility monopolies, Wall Street, the high cost of living, municipal ownership and the rights of the peepul.

Heston, as stated, lets him talk. He even sympathized with him because he is one of the common peepul himself and has had quite a little personal experience with this high cost of living. It is a vital issue with him, just as it is with most of us. He is really anxious that the complainant be treated fairly, that the cause of the complaint be removed, and that the customer be developed into an active booster for the service, instead of simply being mollified in the matter of the immediate complaint.

As the story of the (generally) fancied wrong proceeds, Heston reaches forward and connects to circuit the toaster which sits so innocently upon his desk, close to the guest's chair. A word to the effect that he is simply testing it out explains his action. Gradually the customer's attention becomes divided about equally between the glowing toaster and the inflated bill.

He then produces a piece of bread from a desk drawer and slips it near the grid. Pretty soon the customer sniffs the aroma of toasting bread, and his attention is even further distracted from the belligerent channel of thought which he had when he entered. Finally, Heston asks for the offending bill and says he will go up stairs and investigate.

"Just watch this for me a moment, will you?" he says, as he leaves the toaster and customer together.

Heston goes up stairs and really investigates. That is one of the things he does, and does conscientiously. Then, with the facts on a piece of notepaper, he perhaps pauses to smoke a cigarette, to josh a word or two with the accountant, and to answer a few ques-

tions from those who are too lazy to learn the answers to things at first hand. Pretty soon, he goes down stairs.

The irate customer is munching toast.

"What does one of these things cost?" he asks, before anything is said about the high bill.

"When Mrs. Jones calls at the office and tells us that the folks next door use an iron, toaster and a suction sweeper, and that she, who has none of these appliances, cannot understand why her bills are more than theirs, right here is where our sympathy should go out to Mrs. Jones. And not because she thinks her bill is too large; for before she leaves we will hope to satisfy her that she is paying for no more service than she actually receives, but because she is less fortunate than her neighbors in not



The Investigation Department of the Toledo Railways and Light Company, showing the appliance equipment ready for action.

having those electrical helps which lessen the burden of her daily routine in the home."

Thus does Mr. Heston express his convictions as regards the constructive work he is doing. And as to his basic reasoning when he began this method of handling complaints, he says:

"Leave the customer for a self-demonstration while the necessary information regarding the bill is being looked up. In this way, the customer comes in intimate contact with the articles in which we wish to interest her, and very often the desire for possession is formed, which leads to a sale. These same people, to whom appliances are thus demonstrated in my department, may have refused to accept them on trial in their homes.

"But the real idea underlying our method is this: An opportunity is afforded to talk of something else aside from the amount of the bill, which often becomes a matter of secondary consideration; or else, as often happens, the customer being approached to buy something, hastily forgets the bill in an effort to make an easy get-away."

His daily experience with kickers while perhaps differing little from those of others in similar positions, receive an odd twist from his efforts to turn complaints into orders. In discussing actual cases he said: "On one occasion, a good deal of time was required to look up the facts regarding the bill of a woman who 'was sure there was something wrong with the meter.' When the investigator returned, her first words were, 'If my husband could see those, I am sure he would buy them for me.' Later, in the course of the conversation, it developed that she 'thought, after all, the amount of the bill was correct, but the monthly allowance for household expenses was limited and a dress that had been

Why Complaint Clerks Do Not Become Octogenarians.—By Webster.



Courtesy New York Globe

squeezed in this month must be paid for, as she knew her husband well enough to know it would never do for him to receive a bill for the dress.' The iron and toaster were delivered that afternoon.

"Another case was of a man who had recently wired his house and called to learn why his bill was so high. It was found that it was our mistake. He bought an iron and a toaster. Having never seen a toaster, he was so delighted that he could not wait for it to be delivered, but requested that the appliance and the piece of toast which he had made himself be wrapped up, so he could take it home. He quite agreed with us, that after doing without these appliances, his family should now enjoy all the comforts that electric service could bring to his home, and before he left the office he was the liveliest prospect for a suction cleaner and an electric washing machine that ever wore shoes.

"In the first month, 20 appliances were sold in this way. In other words, 10 per cent of the people who came to the office with grievances were transformed into purchasers of current consuming appliances,

which will further increase the amount of their monthly bills. A collateral advantage which will bear future results is that electrical appliances have been demonstrated to a large number of people who will undoubtedly buy later.

"Thus it is that our Complaint Department, now better called the Investigation Department, need no longer be as heavy a dead weight as formerly. It can be made to show definite results along the lines of New Business work, while at the same time, increasing that intangible thing called good will, which all realize is the most valued asset of any public service corporation."

Spot-Lighting the Water Tank

A clever application of the concentrated filament Mazda lamp is suggested in the last issue of *The Business Builder*:

Throughout the country, a large number of water tanks mounted on the roofs of factories, office buildings, etc., bear the names of the companies owning them, or other advertising matter. By illuminating these signs at night their advertising value is greatly increased, but on account of the construction work and wiring, it would be

diameter, and is lighted by a 250-watt Edison Mazda stereopticon lamp in a J-11 incandescent headlight, mounted approximately 150 feet from the base of the water tank and 25 feet below it.

These headlights have been used to illuminate flags and when so employed proved very effective.

Similar methods of lighting for billboards, building fronts, smoke-stack signs, etc., are under investigation.

"Efficiency Wins"—Jovian Slogan

The Jovian Order is getting under way a personal efficiency campaign using as its slogan, "Efficiency wins." It is planned to give this slogan the same wide-spread publicity as the railroads' slogan, "Safety first." Signs, wall hangers, posters, envelope stuffers, booklets, picture stamps, addresses before Jovian leagues, and articles in the daily and trade press, are among the means to be used in this campaign to reduce the waste of human energy.

Boston Vehicle Salon

The Second Electric Automobile Salon was held in the Grand Ballroom of the Copley Plaza, Boston, beginning Monday, November 2.

L. D. Gibbs, President of the Motor Car Club of Boston, in formally opening the Salon said in part:

"Every electric automobile manufacturer takes pride in this Electric Automobile Salon. It is the only event of the kind held in the United States.

"The increase in the use of electric cars has not been sporadic. Economy in commercial operation has been the first consideration and may be credited with 80 out of 100 possible points for the electric.

"We have passed through our attack of speed mania; it was as catching as measles. In no field of our general life can the motto, 'Safety First,' be enforced with quicker and better results than in automobilizing. Safe and sane regulation of speed possibilities is everywhere appreciated; it is demanded; state laws and local ordinances everywhere seek to maintain it, but the only way by which the goal of security will ever be reached will be through mechanical limitations, and here is where the restrained but fully capable possibilities of electric operation come into their own.

"Today, the electric pleasure car is truly in the touring class. Many of our cars run comfortably within a hundred-mile radius on one battery charge, and the Boston to New York trip of 234 miles has been made easily in 12 hours' running time. Average speeds of over 20 miles an hour can be easily maintained. Battery charging stations will soon be universal, and an evidence of the future possibilities of the electric car is shown in the fact that the great Lincoln Highway will have charging stations all along its route."

Where One-Thousandth of a Cent Counts

In a recent address, Mr. Samuel Insull, president of the Commonwealth Edison Company, Chicago, mentioned the fact that since the output of his company amounts to 929,000,000 kwh. in 1913, the saving of one-thousandth of a cent per kwh. on the cost of production meant \$10,000 net to the stockholders.

The Best Electrical Christmas Gift for a Man is an

EMERALITE



Reading Lamp

It brings both economy and comfort to home or office.

Plenty of arguments for the "EMERALITE" Line. And every Emeraldite sold means a satisfied customer and more sales. The glareless Emeraldite shade appeals to everyone.

It is easy to sell the "EMERALITE" because it is widely advertised and is the best known desk lamp on the market. Hitch up with this campaign and let us refer inquiries.

Write for booklet illustrating 30 patterns of this popular lamp. Order today.

H. G. McFaddin & Co.
38 Warren Street, NEW YORK
DEPT. M



an expensive matter to illuminate signs of this nature by lamps and reflectors. The effect is now accomplished economically by directing a beam of light against the sign from some nearby convenient location. The concentrated filament, or stereopticon Mazda lamp in a parabolic reflector produces an incandescent searchlight beam which is very effective. Signs may be lighted in this manner from a searchlight located from fifty to a couple of hundred feet away, the distance, of course, depending upon the best location available for the searchlight. If located fairly close, it is necessary to throw the lamp slightly out of focus in order to obtain sufficient spread to the beam. Where the sign is located in dark surroundings a power consumption of 2 watts per square foot of surface is ample. For the average sign having dull white letters on a dark background, the 500-watt lamp will be very satisfactory.

In the illustration, the sign is painted on a water tank about 15 ft. high by 12 ft. in

"Crossed Electric Light Wires"

For a great many years electrical men have endured with silent impatience the common newspaper practice of assigning as a cause of fires the highly untechnical "crossed electric light wires." This cause was, in its day, a modernization of that hoarier reason, "defective flues." Presumably, the imagination of the future newspaper cub working fire assignments will hit upon "vagrant wireless impulses" or some similar absurdity. The point being that, in the category of items to be covered by a newspaper man reporting a fire, something must be said as to the cause of the blaze. "Crossed electric light wires" is a part of the space writer's stock-in-trade, like "innocent bystander," "handsomely gowned defendant," "suspicious character" and similar phrase-junk. However, unlike the other phrases that occur to us, this one works a definite injury, emphasizing a danger which is almost wholly imaginary at the present time, and deterring the timid from accepting the benefits of electric service.

For years we have accepted the condition, endured the implied slander, and said nothing. Then, the other day, it occurred to somebody in the Society for Electrical Development to file a protest at headquarters, and the following letter was sent to Fire Chiefs throughout the country in cities of 10,000 population and over:

Fire Department,
Attention of Fire Chief

The Society for Electrical Development is an organization composed of over fourteen hundred electrical concerns, consisting of central stations, manufacturers, contractors, jobbers and dealers. Its aim is to disseminate true information in regard to the uses and advantages of electricity. Its work is educational and it has been instrumental in greatly increasing the use of electricity for light, heat and power.

One of the impressions the Society desires to eradicate from the public's mind is that there is any great danger of fires from electric wiring. As you well know, the strict inspection of all wiring installations has practically eliminated this danger.

Your department would greatly assist the Society in its work by leaving the public's mind unbiased if, when a fire is reported, you will not allow it to be reported as caused by defective wiring unless such is positively known to be the cause. It would please us greatly if we could have the Fire Department's cooperation to that extent.

Very truly yours,

The letter, it is interesting to note, was not personally addressed. The salutation and envelope were simply inscribed. "Fire Department, attention of Fire Chief."

The heads of departments in two of the largest cities in the country replied at length, one saying, "In the next general order of this Department we will issue instructions that fires shall not be reported as being caused by defective wiring unless it is known that such is positively the case;" and the other writing, "I have recently issued orders throughout this Bureau that particular care be taken in this matter when making reports of causes of fires." Similar action in drawing the lines closer in the fire departments' own reports was taken immediately in a number of cities east and west. "I have decided to take up the reading of your letter to the Battalion Chiefs," says a characteristic letter, "with view to having the causes of fires properly reported." Another, "I will see that only such fires as are absolutely attributable to defective wiring are so reported."

Certain of the Fire Chiefs, or Chief Engineers as they are more properly titled, gave their personal views in the matter at some length. Said one, of considerable prominence, "I personally believe that the assigning of this cause as the start of a fire has been

worked to the limit." Others held similar views and thought that a good part of the unfavorable publicity given to electricity as the basis of fire losses was to be attributed to other sources than the fire departments. Firemen are, almost without exception, too conscientious and independent either to shirk their duty in searching out the causes of fire or to attribute a fire to any other than the true cause as revealed by their investigations. The point was made in a number of the letters that the actual statistics covering the causes of fires as officially reported, showed defective wiring to be a very insignificant percentage.

One, the Chief in command of what is acknowledged to be about the most efficient fire-fighting organization in the east, focused the matter truly when he said. "I suggest that it is a subject that should be taken up with the public press, as, in my opinion, the causes of fires are frequently reported there by persons who have no knowledge whatsoever of the actual causes."

Which would seem to pass the responsibility back to the local electrical interests. It is very evident that fire department offi-

cials are prejudiced, if at all, in favor of electricity. Their knowledge of the subject, through signal work and in many cases now, through study and operation of electric tractors and fire apparatus, gives them a practical understanding which cannot frequently go astray. It would seem rather worth while for central stations to watch local newspaper reports of fires (small as well as large) and compare the reported newspaper causes with the cause actually assigned in the department reports. A few concrete examples of inaccuracy by reporters, if brought to the attention of managing editors in a fair way, and backed by the official statements of the local Fire Chief, would soon eliminate this form of left-handed publicity.

New Type Electric-Steam Radiator

A new type of radiator in which steam is generated from an electric heater, is being offered by the Electric Steam Radiator Company of Portland, Me. In appearance it closely resembles the ordinary radiator in common use, but is readily portable.

The QUALITY Lamp

WHEN you take a customer's money in exchange for a lamp you are the one he holds responsible for its quality. The reputation of your house will profit or suffer in degree according to the kind of service that lamp will give. When, therefore, you place your name back of National MAZDA lamps, you are perfectly justified in demanding an assurance of their high quality.

NATIONAL MAZDA

THE QUALITY LAMP

National MAZDA lamp quality is founded on the technical knowledge of experts. National MAZDA lamps are the culmination of years of effort on the part of the Research and Development Laboratories of the General Electric Company at Schenectady and Cleveland—laboratories, that have access to every improvement produced in other leading laboratories of the world.

But just as important as this basis of National Quality is the maintenance of that quality by careful methods of manufacture, by a rigid inspection of all raw materials, by a constant testing of product and by a vigilant lookout for improvements that will still further raise the standard of quality.

From factory to socket National MAZDA lamps mean satisfaction.



Ohio New Business Cooperators Meet

Second Meeting of Ohio Electric Light Association's Commercial Men



THE committee on new business cooperation of the Ohio Electric Light Association under the chairmanship of Thomas F. Kelly, sales manager of the Dayton Power & Light Company, met at the Hotel Gibson, Cincinnati, on November 18th. The attendance was the largest of any meeting of the committee so far held.

W. W. Freeman, president of the Union Gas and Electric Company of Cincinnati, made an address of welcome in which he emphasized the point that retrenchment policies in the commercial department are ill advised at a time of business depression. Good men are needed, he suggested, more in bad times than in good. When business is flourishing the hard-to-get business is neglected in favor of that which comes easily, but in slack seasons it requires strong men to handle the situation and get the increases which are expected.

In acknowledging Mr. Freeman's courtesy, Mr. Kelly cited a case where undue retrenchment had resulted in so far crippling the central station force that applications for service piled up and caused annoyance and delay. The result was that ill-will was generated simply because the company reduced its force below what was necessary to handle voluntary business. This situation was deplored as unnecessary and unbusinesslike.

Before the regular program was undertaken, Mr. D. L. Gaskill, secretary of the Ohio Electric Light Association and one of the most active men in the state in promoting cooperative effort in the development of the industry, gave a brief review of the Association's work and of the collateral committee work which is constantly going on.

The first paper of the meeting was entitled "Industrial Electric Heating as Power Business," by Dexter Rollins of the Simplex Electric Heating Company, abstract of which follows:—

Industrial Electric Heating

Central station men realize the opportunities in industrial electric heating, but up to the present time their service in this field is almost negligible, as compared to the progress made in lighting and power. From the central-station standpoint this class of business is ideal—high load-factor, no high peaks, and few variations in the load. The only disadvantages are common with all new applications, the lack of readily accessible information.

The installation of household ranges in quantities is a question by itself. Commercial cooking and baking is already a proven success.

The many hundreds of small applications, unimportant as each may seem, are often the entering wedges for larger and better business. I recall the case of a printing and binding establishment, using steam as a power, as steam was necessary for the embossing. The installation of electric embossing heater saved the day, and motors supplanted the old steam engine.

Taking it for granted that industrial heating is desirable the question is, how is the business to be secured? Primarily the sales-

man should have a certain amount of necessary knowledge of the inquirers' industry, for there are conditions under which electric heating is not desirable. Next, the question of substantial and efficient heating units enters.

The prospective customer now wants to know two things: First, cost and maintenance cost. First cost is not generally a serious obstacle, but operation and maintenance need careful consideration. At first a comparison between various fuels and their cost is discouraging, and here we depend on one essential, efficiency.

Bringing the discussion down to a tangible and definite consideration, suppose a customer complains of having trouble with gas ovens, used for lacquering metal; he cannot get uniform heat; the quality of work produced is poor, making it necessary to rebake from 15 to 50 per cent of his product. We can guarantee to increase his production, raise the quality and increase the uniformity of his product, better the working conditions of his plant, and save him dollars at the end of the year. He informs you he is willing to be shown, but thinks that the cost will be prohibitive.

In examining his ovens we find a metal oven, probably with very poor insulation, heated by an open gas flame, working at less than 40 per cent efficiency, using the other 60 per cent to heat the surrounding air, the workmen, anything but the japan on his metal product. To save a portion of the first cost electric heaters may be installed in his present ovens, but that method is not consistent with our attempt to save him money by increased efficiency. We should recommend new and properly constructed ovens. Assume that it is desired to bake japan on metal of weight, say 800 pounds, that the truck holding this is also metal of 200 pounds weight—1,000 pounds total. In his present ovens he has a weight merely in the oven itself of twice that, 3,000 pounds altogether, that must be heated, with the walls of the ovens radiating and conducting heat uselessly. In this case we will recommend an oven constructed of insulating brick, plastered on the outside, and if the truck runs on a track the inside need not be lined with sheet metal, for the latter is costly to heat, and the metal in the product is of sufficient weight for heat storage purposes. An oven of this construction, four-inch thick walls, will have a heat conductivity of not more than four btu. per square foot, per degree difference in temperature per 24 hours, while in the case of his metal oven, the walls alone conduct more heat by 200 per cent than the metal put in to be baked. The cost of building such an oven would run \$50 per thousand for four-inch brick, \$1.50 to \$3.00 per kilowatt for heaters, and the labor of installing. I know of an installation of nine ovens, 8 by 8 by 3, which will cost but \$3,000, including an elaborate control.

So far the proposition interests your man, but the question and cost of current arises. On a basis of 1,000 pounds in the ovens constructed as suggested, 25 kilowatts is sufficient to bring the temperature to 400 degrees F. in an hour's time, and allowing for difference in ventilating, 5 to 7 kilowatts per hour will maintain this temperature. This when computed on a kilowatt-hour

basis and presented, will quite likely amount to more than the gas bill, but we have more convincing points to offer. In the ovens we recommend we can maintain an even heat varying not more than 10 degrees. It will be possible to turn out more bakes in a specified time, and at least 98 per cent of the product turned out of the new ovens will be of a high quality finish, whereas 60 per cent would be above average the old way, and the balance baked a second time.

An absolute case is recalled, in which the production was increased in quantity 20 per cent in the same length of operation, and the quality of finish of much higher grade.

The discussion of Mr. Rollins' paper was participated in by J. C. Matthieu of Dayton, F. C. Morrison of Newark, J. E. North of Springfield, D. L. Gaskill of Greenville, T. F. Kelly of Dayton, and A. E. Peck of Lexington, Ky. This discussion quickly turned to the subject of domestic cooking by electricity and the demand for extremely low rates for this class of service. The agitation in favor of rates lower than power rates was deplored and the question raised as to how the utility commission would view the proposition to offer such. Mr. Gaskill expressed the belief that the Ohio commission might approve of a low rate for cooking where it could be shown that such a rate would encourage the business.

After a luncheon, at which the commercial men listened to an interesting address on salesmanship by W. C. Culkins of the Cincinnati Chamber of Commerce, the meeting was resumed. Mr. R. A. MacGregor of Henry L. Doherty & Co., who at present is developing power business for the Toledo Railways & Light Company, presented a paper entitled:

"Vital Points in Power Sales Work"

The two most vital elements in power sales work are rates and application of motor, but as rates today are pretty much in line we do not wish to take this up further than to say that any rate scale recognizing load-factor, capacity, primary delivery and offering inducements for off-peak business, night-valley business and 24-hour business, that is based on local conditions correctly will be found equal to most any business before us.

We often throw up our hands in horror at some low rate we hear of and some central-station men have been influenced by rates quoted by other companies without giving the matter the necessary study to find on what conditions the rate is quoted.

But enough of rates, for in industrial applications of electricity as a power the rate question after all is of secondary importance for many power installations at a rate netting two cents are not near as satisfactory as a proper installation would be with a rate of three cents.

Small groups and individual motors will do more to make a satisfied customer than anything else we have at hand. Of course, there are some exceptions, but they are few and far between. Up until two years ago the flour mill was one of the exceptions, but very satisfactory split drives have been installed and while the majority of the smaller mills will be handled satisfactorily by installing separate motors on the receiving

elevator and on the cleaning machinery some of the larger mills will be split further.

Another exception is the silk weaving mill where groups of 18 looms, a warp and two or three winders may be run on a 15-horsepower motor at an economy over separate motors on each machine.

But these are the exception and the manufacturer who is running everything up to full capacity every minute of the day every day in the year is a curiosity, although power men are meeting men who think they are doing this every day. Another bugbear is the elusive friction load. How many of us, when pointing out a saving to be made in friction, have been met with the argument, "Why that shaft takes no power, I can turn it by hand." It is well to meet this by saying, "Is that so? Well, let's see you turn it 250 times in a minute," that generally does the trick.

Even a one-horsepower friction waste that can be avoided, if allowed, 9 hours a day 25 days in the month, 12 months in the year, eats up the interest on \$1,000 if current is sold at three cents per kilowatt-hour.

Not long ago a furniture concern that was running with a 40-horsepower motor approached a power salesman and quietly informed him that they were going to install a gas engine because their power bills were too high. Now, there is no use of side stepping this by saying a gas engine is unreliable, for with natural gas at 35 cents this man could afford to stand some interruption and still save money over what he was then doing and his current was not high for he had a rate of 2.5 cents per kilowatt-hour.

A test was run and it was found that in a 66-hour run he used 850 kilowatt-hours. A test with no machines at work, but with all machine belts on loose pulley gave 12 kilowatts which for 66 hours meant 792 kilowatt-hours wasted, which was 83 per cent of the whole. Of course, all of this could not be saved but a large part of it can and even though only 50 per cent of this means a material cut in the power expense. We often hear the excuse that to install a number of motors is too expensive for the manufacturer. Well, if he doesn't use electric power, he must use steam or an explosive type of engine and the price he will pay for either will buy a number of motors.

Again, economy is the watchword of electric power and in every case we have certain limits that a man can pay for it. If he now is running with something else, some inducement in the way of savings must be made in order to influence the installation of motors. With this saving, which should warrant the investment taken from this present cost a certain sum is left available to pay for purchase of power. This installation that requires more current than another will mean a lower rate per kilowatt-hour. Of course, the lower the investment the less the saving need be to warrant the investment but unfortunately this does not work out in direct proportion and a happy medium can be struck.

A good way to do this is to lay out a plant with a motor on every machine, figure the total investment for motors, wiring and installation, then estimate the amount of current necessary to run such an installation so as to arrive at the cost of operation.

Then do the same things from a one motor standpoint. This should give you the lowest and highest current cost and the highest current cost and the highest and lowest investment. Then different arrangements of grouping can be laid out between these two extremes.

Again, if a series of layouts are presented

the prospect can be given his choice of two or three, say the one above and below the salesman's recommendations and avoid the feeling that the customer is being handed something he has no voice in.

In the discussion of this paper, and later in an informal discussion of various phases of business development work, the following gentlemen took part:—H. B. Bixler of Akron, Campbell of Cincinnati, Adams of Toledo, Anderson of Middletown, and a number of those who had previously spoken.

Three more meetings of this committee have been planned for the remainder of the season. The attendance has grown to well over fifty delegates at each gathering, and the benefits of the frequent discussions of pressing problems gives this organization unique distinction.

Bill Sticker Sells Sweepers

A remarkable bill sticker is that reproduced below. It is not particularly attractive. It is very short and plainly written. It does not present any very startling value. But it sold the goods.

As a result of this sticker being attached to 5000 October residence lighting bills, the Lehigh Valley Light & Power Company of Allentown, Penn., sold 75 suction cleaners. Of course, the stickers did not do it all alone. A small matter of \$47.92 was spent in newspaper advertising in five newspapers. Naturally that helped. The four salesmen of the company did not endeavor to uncover prospects themselves, but only followed up the inquiries received by telephone which the advertising developed. In some cases, several calls were required before sales were actually closed, but the percentage of sales to inquiries was very large. The cleaners

\$25.00 buys this \$30.00 Cadillac ELECTRIC Cleaner

We will give FREE a complete set of attachments, or any one of the following electric devices, during October only.

Thermax Grill
Universal Water Heater
7-Cup Aluminum Coffee Pot
6 in. Hot Point Disk Stove
7 in. Hot Point Elgiostove
G. E. Heating Pad

The two following appliances
—OR—
G. E. Radiant Toaster
and
Westinghouse Curling Iron

Lehigh Valley Light & Power Co.

were delivered by a woman demonstrator who was careful to fully explain every feature of the operation of the machine and who made sure that each machine was left in perfect working order. As result of this care, the company had no returned sweepers whatever—at least, none up to November 30th, a full month after the campaign closed.

The Lehigh Valley Company specializes each month in a particular household utensil and both L. J. Sewell of the commercial department, and A. H. S. Cantlin, the manager, report that results in sales are most satisfactory.

Fan Season Approaching

The announcements of several manufacturers that their advertising and selling arrangements for 1915 fan business are practically completed, gives an advance hint to the new business manager who plans ahead. Indications are that this year as never before the manufacturers will offer practical assistance in the early development of fan business to the end that the annual rush on the first hot days may be lessened.

"Don't Blow Out the Fuse"

The old hotel warning "Don't blow out the gas" has been succeeded by the more modern caution, "Don't blow out the fuse." A traveling man recently sent to this office one which he pilfered from a big town hotel in the east:—

NOTICE

Flat Irons or Electrical Appliances of any kind must not be used in this room.

If you break this rule and blow out a fuse you will be charged for all damages.

Big Power Contracts in Brooklyn

Recent contracts secured by the power department of the Brooklyn Edison Company include the displacing of a 300-hp. isolated plant, a 600-hp. isolated group plant a tunnel construction contract which involves the taking over of a \$120,000 isolated plant, and a long-term contract that involves the sale of about 10,000,000 kwh. annually upon a 4,000 kw. connected load.

Eight Color-Matching Units Shown

Dr. Clayton S. Sharp spoke before the New York Section, Illuminating Engineering Society, November 12th, on the subject of artificial lights available for matching colors. In many industries such units are demanded, as in color printing, textile manufacturing, etc. Dr. Sharp demonstrated eight different units, of which at least six are commercially practicable and accurate.

The same evening, the Council of the Illuminating Engineering Society met. Among things which it will endeavor to accomplish during the year will be to prepare and offer popular lectures on illumination, to formulate a "lighting code" on school lighting and factory lighting which may in future lead to uniform lighting laws in the several states, and to foster the establishment of college courses which will lead to the degree of Illuminating Engineer.

Common-Sense Air Heater

An air heater of plain and substantial design has recently been marketed by the Steward Manufacturing Company of Chattanooga. Considerable efficiency is claimed for this heater, the statement being made that it will heat 80 cubic feet of air to 380° F. per minute. The Steward heater is cylindrical in shape, with neat cast iron base and capping. It contains two heating elements, each using 450 watts.

Holophane for Multiple Mazdas

The "Ivanhoe" line of units for multiple type C Mazda lamps is described and illustrated in Bulletin No. 90 recently issued by the Holophane Works of General Electric Company, Cleveland.

Binders for Electrical Merchandise \$1.25

The Rae Company
17 Madison Ave.,
New York

JOIN THE BUY-A-BOND MOVEMENT

Tell your friends, acquaintances, customers about the safety and profit of electrical securities.

Be one of 5000 central station new business boosters to help sell a \$100 baby bond each week during 1915. That will bring to the industry a half-million dollars weekly of needed capital. It will start 250,000 people this year to putting their savings into this electrical industry of ours instead of into the savings banks -- making them investors in public service corporations instead of voters for municipal ownership.

A letter to this magazine saying that you are interested will bring you then names of bond houses which specialize in baby bonds. Maybe your own company has such issues. If so, put your efforts there. If not, let us advise you how to start.

Address---

The Editor,
ELECTRICAL MERCHANDISE,
17 Madison Ave.,
New York City.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

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BOND MARKET OPEN

Trading in bonds was resumed on the New York Stock Exchange on November 28th after four months of suppression, yet prices during the opening half day were approximately where they were at the closing and only the normal number of transactions were carried through.

There seems to be a solid feeling in the district that financing soon will be practicable, that stock trading will be resumed, and that thumb-twiddling as an occupation for Wall Street is about over.

One profit, at least, has resulted from the closing of the market—the country has learned to understand the true use and value of the Stock Exchange and will be very diffident about offering to regulate it with over-night legislation.

WHAT DOES SHE KNOW?

There is a weakness in the central-station selling scheme that seems to have been overlooked—the education of the women demonstrator.

Some time ago a certain manufacturer sent out a clever saleswoman on a tour that carried her to many central stations through a number of the Eastern States. In every city this girl cooperated with the local salesmen in a household appliance campaign. Her work resulted in the wiring of many houses and the sale of large numbers of appliances of all kinds. And everywhere she was impressed with the fact that the average local saleswoman or demonstrator is sadly weak in knowledge of the game.

The central-station selling woman as a class are well schooled in the demonstration of their goods and how to win the order. But in the main, their education stops right there.

It is not expected naturally, that the young women who go into central-station work as a temporary source of income should become engrossed to the degree expected of the men who look to it for per-

manent support and opportunity. But, on the other hand, if you send these women out to represent you in the homes of customers and prospects, they should be equipped to meet conditions in a helpful way. "Almost without exception," reported the young woman we have mentioned, "the central-station demonstrators read no electrical magazines or publications that would strengthen them in salesmanship. They are not familiar, to any extent, with methods and conditions prevalent with other companies. They are not primed with the diversified general information necessary, if they are to be ready and competent to represent the central station with intelligence. They can not improve to best advantage the selling opportunities of the day."

Isn't this a weak link in the chain?

DEMAND FOR CHEAPER WIRING

Under the title, "Assimilating by Electricity" *Collier's Weekly* for November 28th, commends a campaign carried out by the Indiana & Michigan Electric Company at South Bend to provide service for the cheap foreign laborers.

Says *Collier's*: "The effect in giving these people better ways and standards of living, in getting them a share in our modern American civilization, and a feeling that they are so sharing, will necessarily be very great. This is solid public service." The editorial ends with the question, "What is being done on this problem in your town?" suggesting thereby that it is a matter of civic betterment in which all right thinking Americans should take active interest.

It is certainly a sign of happier times, when a great popular journal, supposedly reflecting public opinion in a large way, challenges the utility corporations to broaden the scope of their service. We have been accustomed in the past to quite a contrary tone of expression.

Collier's, of course, does not know the vast impediments to cheap wiring, nor the amount of serious work that is being done to extend electric service. No problem of the central station commercial department has had the attention that has been given to the wiring of existing buildings, and to cheapening the cost of installation. The attitude of contractors and the requirements of the code are two things which cannot be lightly disregarded nor quickly overcome. Time, labor and the encouragement of just the sort *Collier's* has given, are three very important factors in this development.

THE EDISON ANNIVERSARY

Wholly aside from the fact that it promoted the sale, in particular, of one brand of Mazda lamp, the 35th anniversary of the birth of the electric incandescent amounted to an event of national importance.

A few weeks ago, there was a very considerable celebration to commemorate an anniversary of the writing, by Francis Scott Key, of "The Star Spangled Banner."

Practical persons may be pardoned for

comparing the two examples of creative genius and of weighing their relative value. Such an inquiry may lessen the sentimental regard for Key's masterpiece, or it may develop a more solemn appreciation of Edison's, as the case may be.

SHOW ROOM OR SALESROOM?

Too many lighting companies refer to their salesrooms as show rooms, or worse yet, as display rooms. The underlying idea is that the central station is really not interested in the sale of electrical appliances, but only in their display and demonstration.

This idea is a fallacy, often proven. It is practically impossible to interest the public in an abstract idea. Folk occasionally will come to an exhibition: they will marvel at new developments, exclaim over applications of electricity with which they are unfamiliar; but rarely do those who come to wonder go somewhere else to buy.

Another nail has been driven into the coffin of the display room by the action of a far western central station company which, after a year's experiment with the untenable idea, has come at last to realize that business is business and that altruism is something else. The Utah Power & Light Company, after maintaining an expensive store at which everything was shown and nothing sold, decided that "the results secured do not justify the expense of operating a demonstration on the elaborate scale that the company had provided for. The sales force found it difficult to stimulate the interest of prospective purchasers as soon as the latter learned that they could not purchase the appliances."

There is no reason why the central station should not sell appliances: there are a good many sound reasons why it should. But the half-way policy is wholly without defense. As well imagine a silk manufacturer opening a show room in which he demonstrated the practicability of neckties, yet sold none, as a central station demonstrating flatirons and referring prospective buyers to somebody down the street.

ELECTRIC COOKING RATES

It is quite impossible for any considerable proportion of the public to afford electric cooking at regular residence lighting rates. On the other hand, it is utterly needless to try to evolve a cooking rate based upon cost competition with gas. The middle ground, that of offering—and advertising—a rate that makes electrical cooking mildly extravagant rather than either exorbitant or economical, would open a fairly large and highly profitable field for the sale of current under conditions most favorable to a conservative and healthy development of the business.

The electric range is no longer a piece of electrical apparatus: it is a household utensil. Manufacturers are doing—in fact, have done—their share by producing practical stoves. It is for the central stations to utilize these as standard articles, not as experimental novelties.

Capitalizing Good Will

Making Present Customers Find New Customers is a Practical and Successful Commercial Idea



GOOD-WILL consists of the profit-bringing things people say about you. At one time the good-will surrounding the name of Carter's Little Liver Pills was believed to have been worth a round million;

that is to say, the profit accruing to the owners of this name, through folk voluntarily telling their friends of the virtues of these particular pills, as above other pills or remedies designed to accomplish the same relief, was sufficient to pay the interest on one million dollars and leave a reasonable profit beside. For instance, your friend says, "Suffering cats! I certainly do feel rocky." You say, "Take a Carter's Little Liver Pill and forget it." The thing that made you boost Carter's is down on the books of that particular pill-maker as worth a million. It sounds ridiculous enough to you and me, who probably never recommended a pill to a friend in all our lives, yet the fact remains that the Carter pill people are said, on fair authority, to have collected a million in just that way.

We in the public utility business have

been so accustomed to dodging the results of *bad-will*, that we have not realized fully, that there is such a thing as active good-will. Most of us are mighty thankful if the public will observe a strict neutrality. It has occurred to very few of us that we might look to the public for profit-bringing commercial cooperation.

A campaign which nearly doubled the normal wiring of already built houses at Minneapolis shows how the good-will idea may be utilized by central stations.

The plan of the campaign was devised by General Manager Pack and Sales Manager H. E. Young, of the Minneapolis General Electric Company. Customers of the company were prevailed upon to assist in isolating and securing housewiring orders. The incentive which spurred them to this action was a premium or gift, insignificant in itself, but adequate to crystallize the latent good-will of the public into active cooperative effort. This gift or premium offer applied only to houses already built and on existing lines of the company. The customer was expected to interest friends and acquaintances in the housewiring proposition; then to notify the sales department,

which sent a salesman to close the order. If the salesman was successful, the premium selected was awarded to the customer.

Minneapolis has many live electrical wiring contractors and neither they nor the central station have ever neglected this phase of the business. Therefore, about 75 finished dwellings install electrical equipment each month in the ordinary routine. It has been noticeable, however, that this class of business fell off during the summer and fall. The good-will campaign had the effect of reversing this tendency, and in October, several weeks after the campaign closed, housewiring orders were breaking weekly records in volume.

The campaign started in June and terminated on September 30th. During this period, 685 already-built houses were wired, including a considerable number of apartment buildings, which were enumerated as one each, although they meant from six to fifty new customers apiece.

In June, the advertising on this proposition was confined to printed circulars mailed with the bills. During July, August and September, the plan and offer were in forty-inch advertisements, appearing one time per week in the three daily newspapers. The response to these advertisements was pronounced, most of the inquiries coming over the telephone. Out of the 685 housewiring orders, practically all of which were closed by the company's salesmen, about 300 electrical appliances were awarded as premiums, which would indicate that 90 per cent of the *increased* business was directly influenced by the proposition.

No cut prices on housewiring or fixtures were made, nor was there any attempt to emphasize a bargain opportunity. One of the reasons dictating the management's choice of this particular campaign was the realization that every customer who attempted to earn a premium would necessarily have to analyze the good points of the service and favorably discuss them with the prospects approached. The advertisements persistently carried this thought—that customers of the company could easily convince their friends because they personally knew, from their own experience, how valuable the service was in their own homes.

The effect of the proposition, and the manner in which it was presented upon the public mind was even more gratifying than anticipated. Numbers of people took pains to call up the manager to compliment the company upon the idea and characterizing it as "generous."

In preparing the advertisements, it was appreciated that the appeal would necessarily be to the housewives, inasmuch as they are the ones interested in electrical household appliances. For these reasons the ads were written to them, and it turned out that the great bulk of inquiries and premium winners were women. Probably three to four times the number of those successful, failed to isolate a prospect who followed through and ordered an electrical installation. This was due to a number of reasons, but in every case the name and address of the suggested prospect was filed by the company for future effort.

The premium offered consisted of the choice of an electric flatiron, electric toaster or electrical table stove for one housewiring order, and an electric percolator

Electric Flat
Irons FREE For
Your
Co-Operation



Earn An
Electric Premium
By Helping Us
Get New Customers

It's Easy For You to

Tell People Why They Should Wire Their Homes

You as one of our customers know what the many advantages are—you understand the value of electricity in modern home comfort and safety—you know how electrical equipment adds to the sales value of any dwelling and to its renting desirability.

For every friend you persuade to wire his house, we will present you absolutely free your choice of the following:

ELECTRIC FLAT IRON—Retail value \$3.50. **ELECTRIC TOASTER**—Retail value \$3.50. **ELECTRIC TABLE STOVE**—Retail value \$4.00.

FOR TWO HOUSEWIRING ORDERS

ELECTRIC COFFEE PERCOLATOR—"El Perco" 7-Cup. Retail Value \$7.50.

Our Salesmen will close the arrangements. All you have to do is to convince your friends that electrical housewiring is a sound, durable, comfort-making investment—then give us their names. If they wire their homes the premiums selected will be delivered to you.

Remember—the houses must be on our lines—must be occupied and consist of buildings already constructed. Houses under construction are not included. They will be electrically equipped anyway. The co-operation we seek from you is principally the development of successful prospects. You can locate them quicker and easier than we can. There are many in all parts of the city.

Call Up Our Sales Department for Information and Details

Telephones Main 189 and Center 1320

The Minneapolis General Electric Company

"Personal Attention to Every Customer"

One of Mr. Hodge's 40-inch newspaper advertisements designed to crystallize latent good-will into active effort in behalf of his company.

for two housewiring orders. It will be appreciated that the expense for premiums was very moderate, and there was no other extra expense involved, except the original circulars. The advertising space used was that which had been regularly contracted for and regularly occupied by the company throughout the year.

Another phase of the campaign was that it advertised and promoted the use of

campaigns, should the time come when such effort is thought expedient.

The newspaper advertising copy was prepared by W. H. Hodge, manager of the publicity department of H. M. Byllesby & Company.

A comparison of already built housewiring business in Minneapolis for the first nine months* of 1913 and 1914 follows, no wiring of stores or commercial structures being included:

Period	1913	1914	Percentage Increase
January to June	359	442	23%
June	104	153	47%
July	92	149	62%
August	82	150	83%
September	75	233	210%

A notable feature of these statistics is the fact that the war uneasiness, which was considered an adequate excuse for every form of commercial stagnation, failed to check the progress of this campaign. If the war had a deterrent effect, the percentage figures do not make it plain.

*The later reports show that one hundred and ninety-five houses were wired in Minneapolis during the four weeks ending November 17th.

Windows Trimmed For Hire

Throughout the country, window trimming companies are rapidly springing up which decorate and trim windows upon a monthly contract basis. These concerns have a variety of standard trimming materials for hire; trim and dismantle windows; originate and print display cards—in fact, perform for a number of merchants a specialized service which it would be impracticable for the retailers to do individually. The cost of the service is moderate and its advantage to the central station or electrical dealer is obvious.

Clever Christmas Window

An effective Christmas window suggested by the Edison Lamp Works is pictured here-with.

The background of this window is made of yellow cloth, stretched across the back of the window. The landscape border is of paper, which can be obtained from any wall-paper dealer. The sun consists of a circular piece of red paper fastened between the paper border and cloth background. A lighted red lamp, suspended immediately behind the sun, gives a very beautiful effect, and makes a very natural appearing sunset. The cardboard houses are lighted by means of ten-watt lamps, and can, of course, be obtained from any five-and-ten cent store or department store. The small miniature street lamps set along the trolley-line in the front of the window can also be purchased from department stores or electrical dealers.

Around Christmas time, it is not difficult to obtain a Santa Claus and place him as shown in the picture. The lamp packages, wrapped up and placed in the center of the window, the signs and Santa Claus' lamp, as well as the suggestion of cleanliness caused by the white cotton covered floor, make this a very attractive lamp window.

Electric Route to Atlantic City

In line with efforts which are being made generally throughout the country to provide electric battery charging facilities at all needed points along important auto routes, the Philadelphia Section, Electric Vehicle Association of America, has appointed a committee to seek ways and means of opening a charging station about halfway between Camden and Atlantic City. Electric touring is becoming constantly more common wherever it is possible to have machines and batteries properly cared for, and the vehicle men of the east are making it a policy to encourage the establishment of electric garage facilities wherever the traffic warrants.

Five Degrees of Light

The Wirt Company's recent catalog lists the full line of Dim-a-Lites and describes the sales helps offered to electrical merchants who handle these convenient specialties.



Co-Operating with the Creamery

By A. F. VAN DEINSE
Albuquerque Gas, Electric Light & Power Co.,
Albuquerque, New Mexico.

Here is a sales "stunt" that isn't worked to death, and always wins. The Albuquerque (N. M.) Gas, Electric Light & Power Company, recently concluded arrangements with the Albuquerque Creamery Company, distributors of the famous "Sunshine" butter, by which the latter company agrees to enclose with each pound package of butter sold, one letter forming part of the word "Sunshine". When the purchaser has a complete set of eight letters spelling the word "Sunshine," she will be given a Williams Electric Iron. For two sets, a toaster stove is given, and for three sets, an electric percolator. The letters are good until presented.

The Creamery Company has printed 10,000 premium lists, one of each is included in the package and describes the proposition. The Albuquerque Gas, Electric Light & Power Company, sells to the Creamery Company 40 electrical appliances each month to care for the prize offer. By the sales plan everyone is pleased, the butter maker sells more butter, the purchaser gets something for nothing, and the Electric Light Company makes a profit on the merchandise sale, and adds another appliance to its lines.

Electric
Flat Irons FREE
For Your
Co-operation

Electric
Flat Irons FREE
For Your
Co-operation

**This Girl Illustrates
the Cool Comfort of Electric Ironing**

© COOPER & MINNEAPOLIS. Special advertising campaign for electric ironing. For a 1914 advertising campaign that has secured the best choice of the following specialties FREE:

ELECTRIC FLAT IRON—Model Value \$10
ELECTRIC TAILOR—Model Value \$10
ELECTRIC TABLE STOVE—Model Value \$10
ELECTRIC COFFEE PERCOLATOR—Model Value \$10

The advertiser is given for electric ironing the following specialties, the other specialties for each one hundred orders. It is a comparatively easy matter to find and place of these specialties are unobtainable elsewhere for retailing value. If you are one of our customers you have the value of electricity to the home—its safety and economy. Total cost, \$10,000,000.00 of 10 and 20 cents better than our best account.

It is easier for you to handle advertising campaign than it is for us. We will send a representative to visit the arrangement. The income to be shared must be as our plan, and be secured and secured of electricity, natural electricity.

Call up our Sales Department for information or details.
Telephone Main 189 and Center 1320

The Minneapolis General Electric Company
"Personal Attention to Every Customer"

The customer who tells a friend of the advantages of electric service must first realize those advantages herself. That is the basic idea of this advertisement.

electric household appliances, besides inducing the wider use of electric lighting and securing the wiring of old houses. Every premium, it should be remembered, went into the home of a customer and began immediately to produce revenue for the company.

All of the wiring and installation work was done by the contractors, and so far as known, no credit terms, other than the usual 30 days or less, were accorded. In the opinion of Sales Manager Young, however, the campaign demonstrated to the contractors the possibilities in this class of business, and has shown them how they can profitably reduce their unit costs with increased volume of work. He feels that an important step has been taken toward bringing about co-operative effort in low-price or deferred payment housewiring

**No More
Electric
Premiums
After Sept. 30**

**Flat Irons
Toasters
Table Stoves
Percolators**

**For Work or Play
Electric Light Is Clean-Safe-Efficient**

© 1914 HOME LIGHTING. Winter evenings mean much to the eyes and health of school children. It means added cheer and attractiveness to the home—many safety—real economy. The Fall is the ideal time for housewiring. The work can be done thoroughly, safely and quickly before you close and decorate. Electric lighting helps to keep your home clean—your walls and ceiling unsoiled.

Remember! All our carefully selected electrical appliances premium campaign. There is begun the already built houses have electrical circuits.

Only a short time remains for YOU to secure one of these handsome and useful appliances absolutely by free.

For further and interest the housewiring program—or send a representative to close the arrangement. If he is successful the premium is yours.

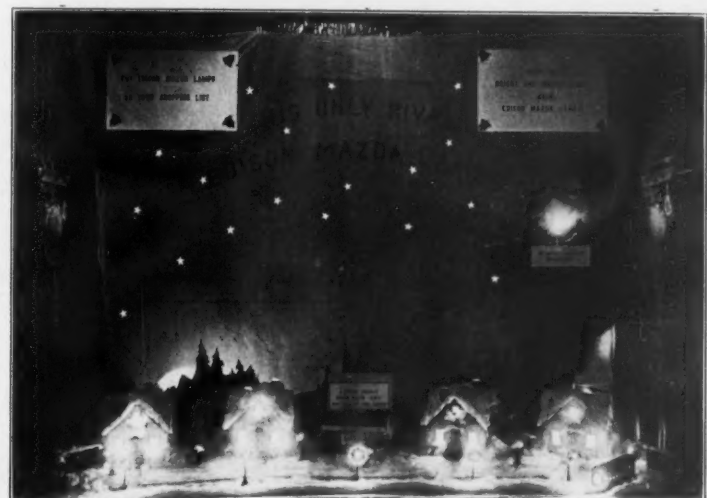
The houses must be wired before the end of the year. The offer is open to our customers only.

For each new housewiring order delivered your choice of an electric Flat Iron, Toaster or Table Stove—For two orders, an Electric Coffee Percolator. No limit to the number of premiums for one person. Call up our Sales Department for details.

The Minneapolis General Electric Company
15 South Fifth Street
"Personal Attention to Every Customer"

N. W. Main 189. T. S. Center 1320

Getting the seasonable argument into the ads. 545 contracts had been secured when this advertisement appeared, yet it is as fresh and interesting as though it were the first of the series.



Night view of Christmas window designed to advertise Mazda lamps.

"Send Business Men to Congress"

A propaganda to take demagoguery out of politics is being undertaken by *American Industries*, the organ of the National Association of Manufacturers. A recent article on the subject by Arthur Wyman, assistant to the president of the Chicago Railway Equipment Company, is of particular interest.

To Simplify the "Read Your Meter" Plea

The Topeka (Kansas) Edison Company is making an effort to induce its customers to read their meters. Realizing that the chief reason why meters are not now read in the average household is because the suggestion does not come automatically at a convenient time and place, the Topeka Company has permanently attached to its meters printed tags on which the meter reader enters the reading at the same time that he puts the figures in the Company's book. Month after month, therefore, the meter readings appear on the tag for the inspection of the consumer, who is able to watch the influence of the season and assure himself of the justice of all changes.

The Edison Company has advertised this new idea through the newspaper, as shown in the accompanying reproduction of a recent ad. The customers who are not familiar with the method of reading the meter are requested to ask for a booklet of instructions.

650 Irons Sold in One Day

The Birmingham Railway, Light & Power Company recently put on two bargain sales of extraordinary interest. The first was a gas stove sale. The price of sugar began to soar in Birmingham and caused a great deal of popular comment and complaint. While the agitation was at its height, the Birmingham Company offered for a single day a 25-pound sack of cane sugar to anyone purchasing a gas stove, with result that 52 stoves were sold on that day.

Following close upon the sale of 52 ranges came an opportunity for the commercial department to gain a large amount of publicity and stimulate its electric business.

Quoting from *The Bulletin* of the United Gas & Electric Engineering Corporation:—

To the Customers of The Topeka Edison Company

Commencing with the August meter reading, you will find attached to each meter, a tag similar to the one here shown.

These tags are for convenience of the Customer, so that they can know the consumption for the month, before receipt of the bill, and readily verify the reading at any time they may desire.

As these tags are placed on the meters for your convenience, we hope you will take care that same are not destroyed.

The Company will be pleased to instruct any Customer how to read his meter. We hope our action will meet the approval of our customers.

The Topeka Edison Company
PHONE 4090. 308 Kansas Ave.

The Topeka Edison Company

Meter No. _____

Your Meter Reads—

DATE	E.	W.	R.	D.	D.	Index
Jan.						
Feb.						
Mar.						
Apr.						
May						
June						
July						
Aug.						
Sept.						
Oct.						
Nov.						
Dec.						
Forward						

This tag is now attached to every electric meter in Topeka, Kansas.

"The merchants of Birmingham, together with one of the daily newspapers, decided to hold a '\$1 Bargain Day,' the newspaper conducting the advertising campaign.

"The Birmingham Railway, Light and Power Company entered the contest and placed on sale this day a standard electric flatiron for one dollar, but one iron to be sold to each customer. Six hundred and fifty electric irons were sold, and it is estimated that 450 of the irons were placed in service at once, most of the balance are being held by purchasers to be used as Christmas presents during holiday time."

Railway Yard Lighting

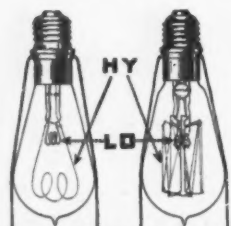
The subject of adequately illuminating railway yards, especially those known as "classification yards," is receiving much serious attention now from railway electrical engineers. The time would seem to be ripe for increasing this class of business which is frequently served by central stations. Interested commercial men will find valuable hints in the proceedings of the recent convention of the Association of Railway Electrical Engineers, held in Chicago.

English Attitude Toward Electrics

In a recent issue of the *London Electrical Times* is cited a case of a central station man who said, after an argument on electric vehicles, "Well, we'll sell you the current for any vehicles that may come along, but we're not going to develop business for you."

It is obvious that all the conservatism toward the electric vehicle is not concentrated on this side; but, then, perhaps the central station men of this country are taking their cue from the English.

This is a reduced fac-simile of one of the HYLO advertisements in the "Saturday Evening Post"



CARBON HYLO
An incandescent lamp that turns high, low or out. Two filaments in the same bulb, wired to burn separately. Made in two sizes: 8 c. p. HY and 1/2 c. p. LO; 16 c. p. HY and 1 c. p. LO. Either size, 60 cents.

HYLO
National Quality
HYLO is Guaranteed

The HY-LO and OUT Turn-Down Lamp

Gives all the light you want when HY or just enough to show the way when LO. Saves 85% of your current when turned LO. HY-light equal to regular full sized lamp. Clean, convenient, hygienic, economical and fully guaranteed. A necessity in bedrooms, bedrooms, kitchens, halls, nurseries, etc.

Sold by Electric Light Companies, Electrical Dealers, Hardware and Department Stores.
Economical Electric Lamp Division
National Lamp Works of General Electric Co.
25 West Broadway NEW YORK

HYLO MAZDA CARBON LAMPS

ARE ADVERTISED

Your Customers are reading our "Saturday Evening Post" advertisements of HYLO Mazda and Carbon Turn-Down Lamps.

Take advantage of this advertising by displaying HYLO Lamps.

The very attractive Show Counter Display (size 18 in. x 18 in.) picture of which is shown below, holding six HYLO Mazda and six HYLO Carbon Lamps, shows your customers calling on you that you have HYLOS on hand to deliver.

This Show Counter Display is sent gratis to the trade, but to show same to advantage you should display both Mazda and Carbon HYLO Lamps as fac-simile of both types is shown on the Display.

Write for this Display, and if in need of HYLO Lamps, order either from your dealer or from

Economical Electric Lamp Division

National Lamp Works
of General Electric Co.

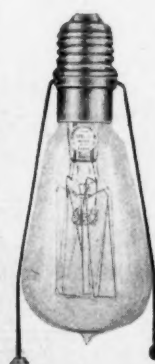
25 WEST BROADWAY
NEW YORK



CARBON
Nat'l. Quality



The HYLO Show Counter Display



MAZDA
Nat'l. Quality

Electrics Need Attention

At the luncheon of the Chicago Section, Electric Vehicle Association of America, held November 17th, the point was brought out strongly that vehicle manufacturers had given the impression to the public that an electric car requires no attention after purchase. This mistaken belief causes much trouble and dissatisfaction, according to practical men who have charge of business for the Commonwealth Edison Company. The public should be made to understand that the electric needs care and attention like any other car, but that it will give better service and satisfaction on less care than other types.

Contractors Interested in Unit Prices

In line with the activities of the Commercial Section, N. E. L. A., in recommending unit prices for wiring, the National Electrical Contractors Association has appointed a committee to collect information regarding housewiring campaigns and unit prices. The committee consists of A. J. Hixon, Boston, P. H. Jaehning, Newark, and F. M. Grant, Cleveland.

Commercial Section Membership

Mr. John G. Learned, chairman of the Commercial Section Membership Committee, has divided the work of this committee into four sections, as follows: Eastern Section—Vice-Chairman, L. D. Gibbs, 39 Boylston Street, Boston; Western Section—Vice-Chairman, S. V. Walton, 1095 Market Street, San Francisco; Middle West Section—Vice-Chairman, F. D. Beardslee, 12th & Locust Streets, St. Louis. A chairman for each state also, has been appointed.

Already the efforts of this committee are beginning to show returns. It is anticipated that there will be a large number of applications for membership in the Commercial Section on the first of January, as the \$2.50 Section membership dues will be waived after that date.

Clever Curling Iron Heater

Under the trade name Triangle Lektrik, the American Electric Heater Company, Detroit, has just put upon the market an inexpensive but very practical curling iron heater.

The device will heat any size, shape or weight of curling iron, including wavers not accommodated by the ordinary types of electric heaters. In connection with the placing of this device, the American people are offering a full fledged advertising campaign including newspaper ad electrotypes, circulars and moving picture slides. An advantage of the new heater is its very moderate price, the re-sale being only \$1.50.

Peanut Business Electrified

A peanut and popcorn cart *de luxe*, glittering in nickel and plate glass, illumined with electric lamps at night, and operated by a Westinghouse motor, is a recent novelty offered by the Kingery Mfg. Co., Cincinnati.



Current is obtained from a plug at the vender's stand. The motor drives the peanut roaster and the rotary corn popper, which are heated by gas or gasoline.

These carts offer an opportunity to central stations, as connections are easily installed. The cost of the cart is reasonable while payments can be made on easy terms.

Window Trimming Supplies

The display service bureau of the Society for Electrical Development has made arrangements with manufacturers of window trim supplies whereby members may obtain the necessary equipment for any of the trims suggested by the Society, at especially low cost. This service will be appreciated by those who, while desiring to install the trims, have been restrained through the difficulty of obtaining the right materials locally.

WE CAN HELP YOU TO SELL AND INSTALL STREET LIGHTS



We offer you the benefit of our experience in the preliminary work of securing White Way installations. We can save you time and expense. We can insure you an installation that will have no regrets.

Ornamental Lighting Poles

are designed to add beauty to your streets, but they do far more. They help make your town prosperous by attracting business.

This particular design of pole is for the high efficiency Type "C" Mazda Lamp.

Let us tell you more about our product and service.

ORNAMENTAL LIGHTING POLE
POLES FOR ALL TYPES OF LIGHTING
118 LIBERTY ST. NEW YORK

DOUBLE HOLIDAY LIGHT AND LIFE FOR OBSCURE CORNERS

BENJAMIN TWO-LIGHT PLUG CLUSTER

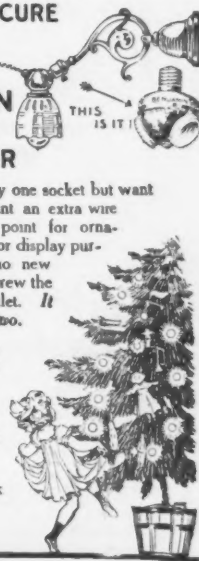
If you have only one socket but want more light, or want an extra wire at some distant point for ornamental, decorative, or display purposes, you need no new equipment—just screw the plug into the outlet. It does the work of two.

Simple as can be—
Equally Inexpensive

For Sale by all
Electrical Dealers

Benjamin Electric
Mfg. Co.

Chicago New York
San Francisco



**"American
Beauty"
Electric Iron**
The Best
By Ironing Board
Test

GUARANTEED FOR
ALL TIME

American Electric Heater Company
1335 WOODWARD AVE.
DETROIT MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS



Give-Something-Electrical Movement a Success

The-Give-Something-Electrical slogan originated by this magazine and advocated as an aid to increased appliance sales during the holidays, has met with gratifying success. The list of central stations which have adopted the slogan and are using it this year include—

Federal Light & Traction Company Properties.
Henry L. Doherty & Company Properties.
Stone & Webster Properties.
United Elec. Lt. & Water Company Properties.
Public Service Elec. Company Properties.
Edison Elec. Illg. Company of Boston.
Long Island Lighting Company.
Lockport Lt., Ht. & Pwr. Company.
Knoxville Ry. & Lt. Company.
Springfield Lt., Ht. & Power Co. of Springfield, Ohio.
Northern Conn. Lt. & Pwr. Company.
Du Bois Electric Company.
Corning Lt. & Pwr. Corp.
Philadelphia Suburban Gas & Elec. Company.
Eastern Michigan Edison Company.
Madison Lt. & Ry. Company.
Parsons Ry. & Lt. Company.
Towanda Elec. Illg. Company.
Consolidated Gas Elec. Lt. & Pwr. Co. of Baltimore.
Avon Electric Company.
Des Moines Elec. Company.
Vermont Pwr. & Mfg. Company.
New England Section, N. E. L. A.
Kansas Gas & Elec. Company.
Hamburg Gas & Elec. Company.
Worcester Suburban Elec. Company.
Leominster Elec. Lt. & Pwr. Company.
Chattanooga Ry. & Light Company.
Grand Rapids-Muskegon Power Company.
Crookston Water Wks. Pwr. & Lt. Company.

Willing to Pay for Electric Cooking

In connection with the announcement of a sale of 26 electric ranges to equip an apartment building in Salt Lake City, it is stated that the building owner, before deciding upon the investment, called with the Utah Power and Light Company's salesman, upon several of his prospective tenants, each of whom declared himself willing to pay more for electric cooking than other methods would cost. In view of the too-strenuous efforts of both central stations and electric stove manufacturers to financially equalize electricity with other cooking means, this incident carries a selling point of value.

Excess Indicator Progress

The Pittsburg Electric Specialties Company has recently issued a booklet under the title, "Of Interest to Every Central Station Man," in which there is given a complete outline of the development work done with Excess Indicators during the past two and one-half years. Within that time, some 15,500 customers have been secured on the controlled flat rate basis in fourteen cities, and the average annual income is stated as \$16.13 per customer. Numerous letters from central stations, which have had practical experience with this proposition, are included in the booklet.

Use This Rubber Stamp



Price 55 cents

E. W. BRYANT, 555 W. 156th St., N. Y. City

"Electric Service"

Central Station Bulletins for Monthly Distribution to Customers and Prospects to Stimulate the Sale of Electric Current and Appliances

"Push-Button Comfort"

A new Booklet, Proving to the House-wife that the Electric Way is Not Only Better but More Economical

Prices same as our "Dirt-less Workman" wiring booklet.

Send for samples to be filed with your purchasing and advertising departments.

THE RAE COMPANY, 17 Madison Ave., New York

The Dirt-less Workman



Your Company Name
Goes Here

In Your House-wiring Campaign Use This Booklet--

It does the explaining and arguing before your salesman calls. It wins the contract. Over 100,000 copies have been distributed by central stations.

A 2-color booklet with your imprint on the cover.

Send your Order Now!!

Price Schedule

10,000 booklets 2 cents per copy
5,000 booklets 2½ cents per copy
1,000 booklets 2½ cents per copy
500 booklets 3 cents per copy
250 booklets 3½ cents per copy
100 booklets 4 cents per copy

THE RAE COMPANY

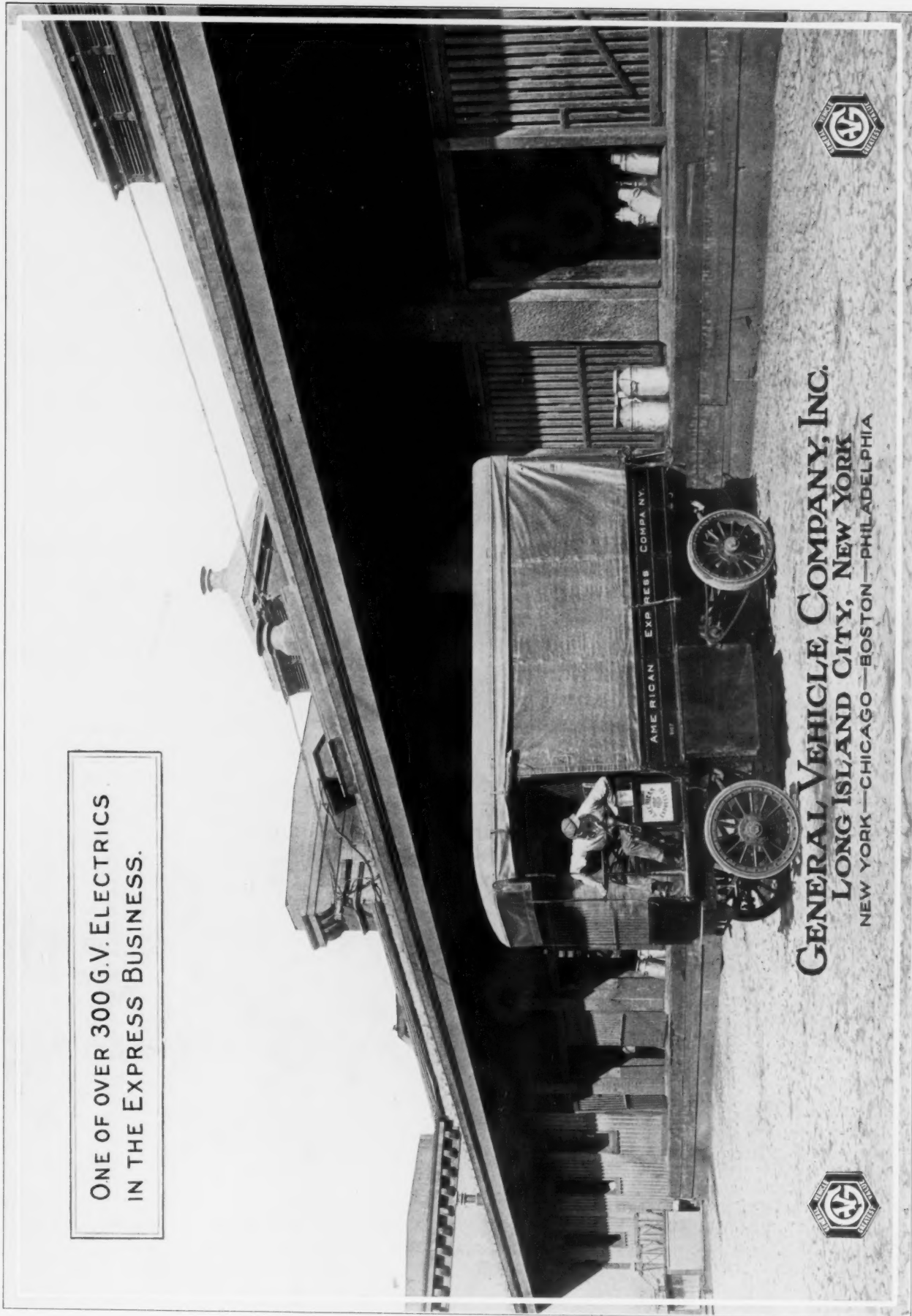
PUBLISHERS

17 Madison Avenue

New York City



ONE OF OVER 300 G.V. ELECTRICS
IN THE EXPRESS BUSINESS.



GENERAL VEHICLE COMPANY, INC.
LONG ISLAND CITY, NEW YORK
NEW YORK—CHICAGO—BOSTON—PHILADELPHIA



Business is Better

The Small-Business Man Is Buying Electric Signs From Us—Is He Buying From You?

Small sign business pays. It pays us. It will pay you.

Go after the small sign-buyer. His name is Legion. His shop is Everywhere. He can't afford a "regular" sign, but he can and will buy an electrical display that fits his needs and pocketbook.

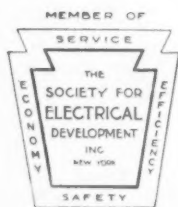
Specialize on Small-Business Signs

We can supply on short notice a variety of lamp-studded ovals, circles and other shapes into which are fitted painted centres, which sell at \$5.00 to \$15.00; outlined panel signs to sell at \$25.00 and \$30.00; and various trade devices, outlined with a few lamps, to sell at from \$15.00 to \$50.00 each.

There are thousands of small businesses which want and are today buying these less expensive signs. There is a margin in the sale for the solicitor. There is current consumption, considerable in the aggregate, for the central station.

Go after the small sign buyer. He has the price and the inclination to buy NOW. We know, because our factory is loaded with this class of business.

Adapt your sales effort to conditions and you will never complain of poor business. Others are selling these small signs. You can. Start now. Write for sketches.



**VALENTINE
ELECTRIC SIGN COMPANY**

ATLANTIC CITY, NEW JERSEY

Valley

